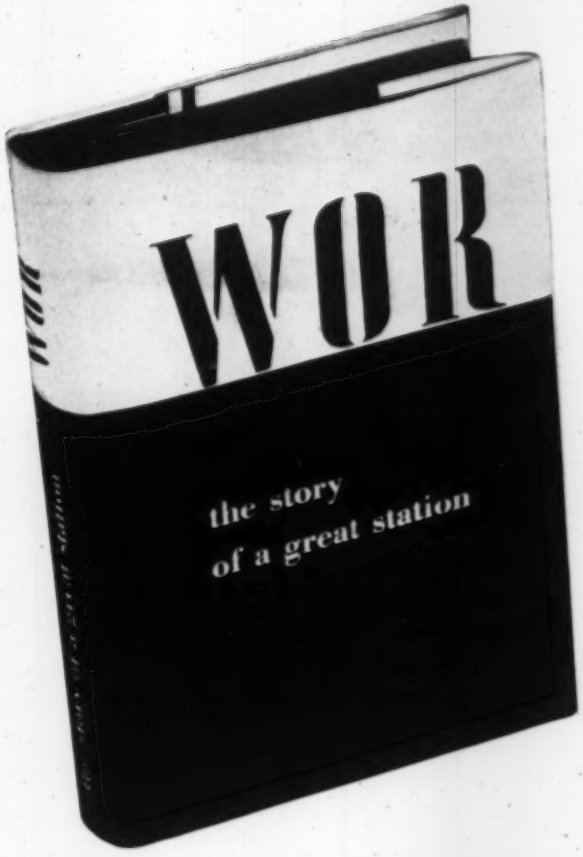
BROADCASTING
TELECASTING

# BEST SELLER OF '49!

***if WOR were a book, its record would rock the publishing world — these ways.....***




DAY IN AND DAY OUT, throughout the year, WOR rings up records in reaching people that would leave the average publisher banjoeyed. And yet, we in radio and advertising have a slight tendency to take this phenomenal thing for granted — or almost so.

1. For instance, WOR is a best-seller in its consistent daily popularity with the majority of 36,000,000 people in 430 counties in 18 states. *For WOR continues to reach more families, during the day and during the night, than any other station in the United States!*

2. WOR is a best-seller for its sponsors, because *it reaches this massive selection of families at the second lowest cost per thousand homes reached of any station of equal power in the United States!*

3. WOR's programs and personalities and activities *are "reviewed" daily in 170 newspapers with a total circulation of 11,416,782 people!*

The list of WOR's achievements as a best-seller —both of itself and of its sponsors' products and services—could be ten times the three we've listed. For WOR is not only *a* station whose base rate has not been increased since 1939, it is a peculiarly elastic force whose regional dominance of the Atlantic Seaboard has made it one of the most uniquely economical buys in modern radio broadcasting. What this means in program popularity and dollars and cents profit to advertisers from coast to coast can be told briefly in ten times the three points that open this advertisement. Our address is

**WOR—that power-full station at 1440 Broadway, in New York**

*mutual*

***coming soon...WOR-TV...channel 9***

*WOR's magnificent new television station. Another link on WOR-Mutual's projected television chain.*

# "He says he knows what station operators like to read in BROADCASTING"

"The boys will always read something that appeals to their pride and profits... for example, better shows that are easier to sell.

"Take Lang-Worth, for instance. There's a service that includes 'network calibre programs' comparable to the best musical shows on the air. Radio stations are *proud* to offer these shows to sponsors. And...

"As for *profits*—why some stations make enough money selling just one of these special productions to pay for the entire Lang-Worth service. Advertisers certainly profit, because they can hitch their commercials to big-time entertainment vehicles—at local station cost.

"No wonder more and more advertisers are swinging to Lang-Worth... because Lang-Worth gives them more and more."

## LANG-WORTH
### feature programs, inc.

STEINWAY HALL, 113 WEST 57th ST., NEW YORK, N. Y.

**THE CAVALCADE OF MUSIC**

Featuring D'Artega, his 40-piece pop-concert orchestra, 16-voice chorus and famous guest stars.
***30 mins., once weekly***



**EMILE COTE GLEE CLUB**

16 male voices and soloists with a repertory of over 200 best-loved popular and memory songs.
***15 mins., 5 times weekly***



**MIKE MYSTERIES**

A musical show incorporating capsule mysteries written specially for Lang-Worth by Hollywood's John Evans.
***15 mins., 5 times weekly***



**THROUGH THE LISTENING GLASS**

A wonderland of music conducted by Jack Shaindlin and featuring the "Silver Strings Orchestra." The Choristers and guest stars.
***30 mins., once weekly***

**NETWORK CALIBRE PROGRAMS AT LOCAL STATION COST**

# WHERE ARE THEY?

In Washington WRC's Listener Diary Study for 1949 is just what you need. So drop that complicated gear . . . when you want more facts, answers to many questions, just check that little report!

Sales representatives of WRC can now help you eliminate much of the guesswork from radio timebuying in the Nation's Capital with this recently completed survey.

Representing an advance of real significance in radio research, it covers for the FIRST time ALL radio listening both inside and outside the home, of all members of the Washington population from birth to old age. *The study covers 'round-the-clock, 24-hour listening.* Recognizing radio listening as the *individual* habit it has now become, measurements have been based on individuals themselves.

Program audiences are given in *actual numbers of persons listening*—the way an advertiser always wants them. In addition, audience characteristics by income level, age, sex, race and numerous other breakdowns are available, as is complete audience flow data.

FIRST IN WASHINGTON
WRC
980 KC.
Represented by NBC SPOT SALES

May we invite all advertisers with an interest in the Washington market to hear this story? WRC and NBC Spot Sales have all the facts . . . and they're dated March 1949!

NATIONAL BROADCASTING COMPANY

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# BROADCASTING at deadline

## Closed Circuit

WHILE FCC is maintaining rigid silence at this writing, it's burning internally over the latest demands of Chairman Ed C. Johnson, Senate Interstate and Foreign Commerce Committee (see page 23). In some FCC quarters demands are regarded as approaching invasion of FCC's privacy and may result in slowing its internal operations down to walk. All of its confidential work sheets and memoranda conceivably could become public documents, it's contended.

IF ROCKEFELLER Foundation has made substantial grant to New York U. for analysis of news commentators and what makes them tick, it isn't saying anything about it. More than casual interest aroused by report, since head of NYU's communications department is Chas. H. Siepmann, ex-BBC talks director who had his finger in FCC's Blue Book pie three years ago.

AFTER 10-month lag, NAB members will get chance within week to vote on Breen by-laws amendment to wipe out board's code-writing powers. Board approved statement and ballot to go out as soon as auditing firm handling operations gets over March 15 income tax hump.

PROCTER & GAMBLE set to launch advertising campaign for new soap product, Joy, in St. Louis and two other markets on test basis. Radio to be used, it's understood. Biow Co., New York, is agency.

BOTSFORD, Constantine & Gardner, Seattle agency, will soon announce 30-station spot campaign starting April 4 for brewery account.

GENERAL MILLS about to name film producer to handle TV film version of *Lone Ranger*.

LOOK for an appraisal of TV's acceptance in rural areas, in forthcoming issue of *Colliers* if final details are ironed out between weekly and WRGB(TV) Schenectady, N. Y., which recently conducted joint survey in station's area. Study found that 14% of 15,000 receiver sets were on farms. Conclusions reached by the survey: Farmers are enjoying television very much "and most important of all, (it) is coming more and more into its own in the rural communities of the northeast."

ONLY issue between TV networks and AFM is rate on single engagements. AFM seeking increase; networks standing pat. Negotiations moving with utmost cordiality. Any contract will be short-term deal, but length is no longer regarded as issue.

FRENCH listeners will soon be hearing a version of *Queen for a Day*, known as *Reine d'un Jour*, following negotiations between Raymond R. Morgan agency, packagers of Ameri-

*(Continued on page 82)*

## Upcoming

**March 14-16: CBS O&O and Radio Sales represented station managers meeting, Ritz-Carlton Hotel, New York.**

**March 15-17: RMA spring conference, Stevens Hotel, Chicago.**

**March 17: NAB Board Structure Committee, NAB Hdqrs., Washington.**

**March 17-18: Fifth Advertising and Sales Promotion Conference and Second Television Seminar, Ohio State U., Columbus.**

**(Other Upcoming on page 62)**

## Bulletins

ILLINOIS legislation giving radio and television newsmen same status as newspapermen in protecting sources of information signed by Gov. Henry Schricker.

LIGGETT & MYERS (Chesterfield) officially announced Friday it will sponsor Bing Crosby next fall, Wednesday nights, on CBS. Specific starting date and time not decided. Newell-Emmett Co., New York, is agency.

BURNS & ALLEN will switch to CBS this fall, network announced late Friday. Program currently heard on NBC.

### AWB CONVENTION APPROVES NAB DEPARTMENTAL STATUS

MEMBERS of Assn. of Women Broadcasters voted Friday afternoon to accept reorganization plan by which AWB attains departmental status within NAB. Plan adopted at convention business session, held at Hotel Drake, Chicago (see earlier story, page 30).

AWB Executive Board and NAB board had previously approved plan. Pat Griffith becomes executive secretary of AWB, handling administrative work and reporting direct to NAB management.

AWB Executive Committee to consist of seven active, four nonactive members. Each of 17 districts to elect district chairmen. NAB President Justin Miller to name chairman of Executive Committee, which will meet twice yearly. District meetings to be organized in cooperation with NAB district director.

Speaking at Friday luncheon NAB Executive Vice President A. D. Willard Jr. called for program to re-educate people as to value of advertising, the "sparkplug of America's economic system."

### FIVE STATIONS JOIN BMB

FOUR new AM and one new FM subscribers join BMB, bringing total list to 833, Bureau announced. New stations include WEEU-FM Reading, Pa. AM subscribers: WAMS Wilmington, Del., WLTR Bloomsburg, Pa., WEEU Reading, and KRIO McAllen, Tex.

## Business Briefly

CROSLEY ON TV ● Crosley Division of Avco April 9 starts *Who Said That* with Bob Trout and John Cameron Swayze on NBC-TV, Sat., 9:30-10 p. m. Radio version of show is sustainer. Agency, Benton & Bowles, N. Y.

SHOWS SWITCH TIME ● *Lambs Gambol* and *Author Meets the Critics* to switch time slots on NBC-TV Sunday nights. Both sponsored by General Foods, New York. *Lambs Gambol* scheduled 8-8:30 p.m., *Author Meets the Critics*, 8:30-9 p.m. Agency, Benton & Bowles, New York.

TONI TO DECIDE ● Toni Co., Chicago, to decide on TV show to be used on CBS video network, Thurs., 9-9:30 p. m., when Don Paul Nathanson, radio head, returns from New York meeting with Foote, Cone & Belding officials. Proposed shows—*Blind Date, Corliss Archer, Quick as a Flash.*

### FILM FIRM ASKS FCC FOR ANTI-TRUST RULING

PROMPT DECISION on radio qualifications of motion picture producers found guilty of anti-trust violations [BROADCASTING, Jan. 31] requested by 20th Century-Fox Film Corp. in petition to FCC Friday. Until FCC settles anti-trust question, petition said, "the motion pictures industry, radio-wise, is and must stay in low gear," thus also slowing radio growth.

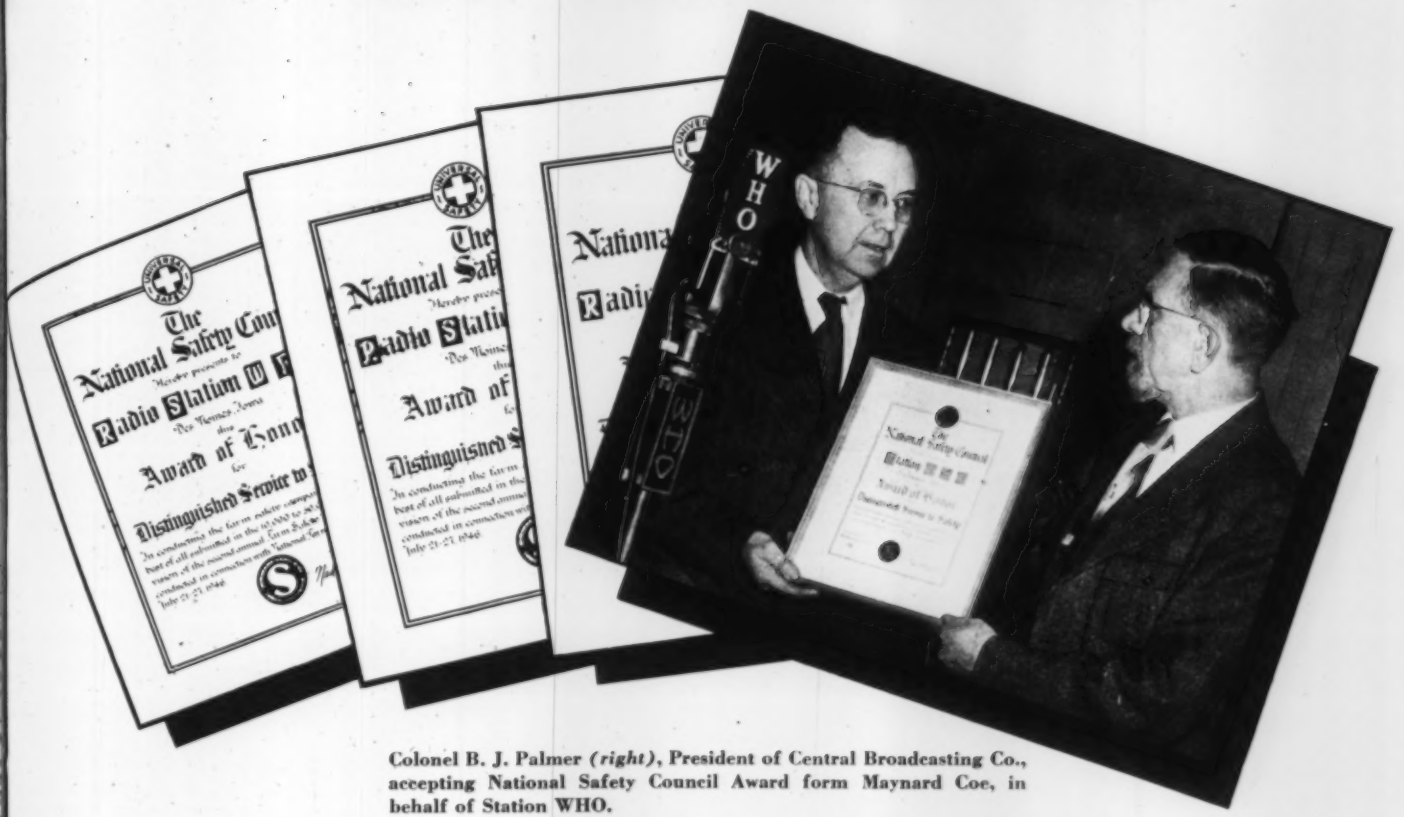
Film firm, applicant for TV in Boston, San Francisco, Seattle, Kansas City and St. Louis, also claimed pendency of question has movie concerns in state of uncertainty; that FCC can't decide competitive cases involving film companies without first deciding whether these applicants are qualified, and, further, that FCC must approve movie concerns' qualifications before deciding whether to allocate channels for theatre TV. Filing through Vincent B. Welch, Washington attorney, 20th Century asked FCC to issue declaratory order clarifying situation, or at least call oral argument in interest of early decision.

### GE SETS VOLUME RECORD

RECORD business volume of $1,632,700,000 chalked up by General Electric Co. and consolidated affiliates in 1948 was 23% more than $1,330,800,000 billed in 1947, and 13% over previous peak wartime year of 1944, GE President Charles E. Wilson announced. Net 1948 profit was $123,835,000, compared with previous record earnings of $95,299,000 in 1947, equivalent to $4.29 and $3.30, respectively, on each share of common stock.

### BBC COSTS PUBLIC MORE

BRITISH treasury estimates for cost of BBC operation for next fiscal year, ending March 31, 1950, call for £14,150,000 ($56,600,000) according to AP dispatch from London. This is increase of £450,000 ($1,800,000) over current year. No reason given for increased BBC burden on British taxpayers.

# NATIONAL SAFETY COUNCIL HONORS WHO FOR THIRD CONSECUTIVE YEAR

Colonel B. J. Palmer *(right)*, President of Central Broadcasting Co., accepting National Safety Council Award form Maynard Coe, in behalf of Station WHO.

In 1948, as in 1947 *and* 1946, the National Safety Council gave WHO its highest *Award of Honor* "for distinguished service to Safety."

Proudly we acknowledge both the honor, and *the people who helped us win it* . . . the 12 WHO script writers, music arrangers and producers who wrote and directed 791 special farm safety features ranging up to half-hour shows . . . the entire WHO staff who cooperated in broadcasting them . . . the 22 WHO farm advertisers who contributed time on their sponsored programs . . . the 130 Iowans who participated in farm safety programs . . . the state Safety officials who helped in so many ways . . . the 56 county organizations which enthusiastically supported WHO's Safety Week Contest . . .

We acknowledge, too, the privilege of wielding 50,000 Watts, Clear Channel, in behalf of this and many other *good causes in the public interest*—among which we, as Americans, certainly include the cause of *helping to sell a vast volume of good American products, via radio.*

**WHO**

**+ *for* Iowa PLUS +**

**Des Moines . . . 50,000 Watts**

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

# Ears IN FLINT ARE ALMOST ALL ALIKE-

## -tuned to WFDF*!

● Flint, Michigan—as wise sales strategists know is a bountiful, $200,000,000 annual retail market.

How to reach it? Local merchants can tell you. They prefer WFDF because they know the ears of Flint are with us.

**They know WFDF tops all local stations AND all outside stations, at all measured times of the broadcast day, in the Flint City zone.**

WFDF's leadership might be because it's the oldest station in Flint . . . or because its outstanding newscasts have made history . . . or because WFDF never relaxes its merchandising activities and personal calls. Whatever the reason(s), the morning, afternoon and nighttime ears of Flint are with us—Mr. Hooper says so! And that's good news for *you*, and for us!

***The Hooper Summer Listening Index gives all Three Firsts to WFDF!***

*910 Kilocycles*

**WFDF FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville





# BROADCASTING
TELECASTING

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### FEATURE CALENDAR

**First issue of the month: AM Network Showsheet**
**Second issue: Network Boxscore; Public Interest**
**Third issue: Trends Survey**
**Last issue: Telecasting Showsheet**


### At Washington Headquarters

**SOL TAISHOFF**
*Editor and Publisher*

**EDITORIAL**
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

**BUSINESS**
MAURY LONG, *Business Manager*
Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Virginia Dooley. B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

**SPECIAL PUBLICATIONS**
BERNARD PLATT, *Director*
Estelle Markowitz.

**CIRCULATION AND READERS' SERVICE**
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Chapalier Hodgson.

**NEW YORK BUREAU**
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

**CHICAGO BUREAU**
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

**HOLLYWOOD BUREAU**
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

**TORONTO**
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

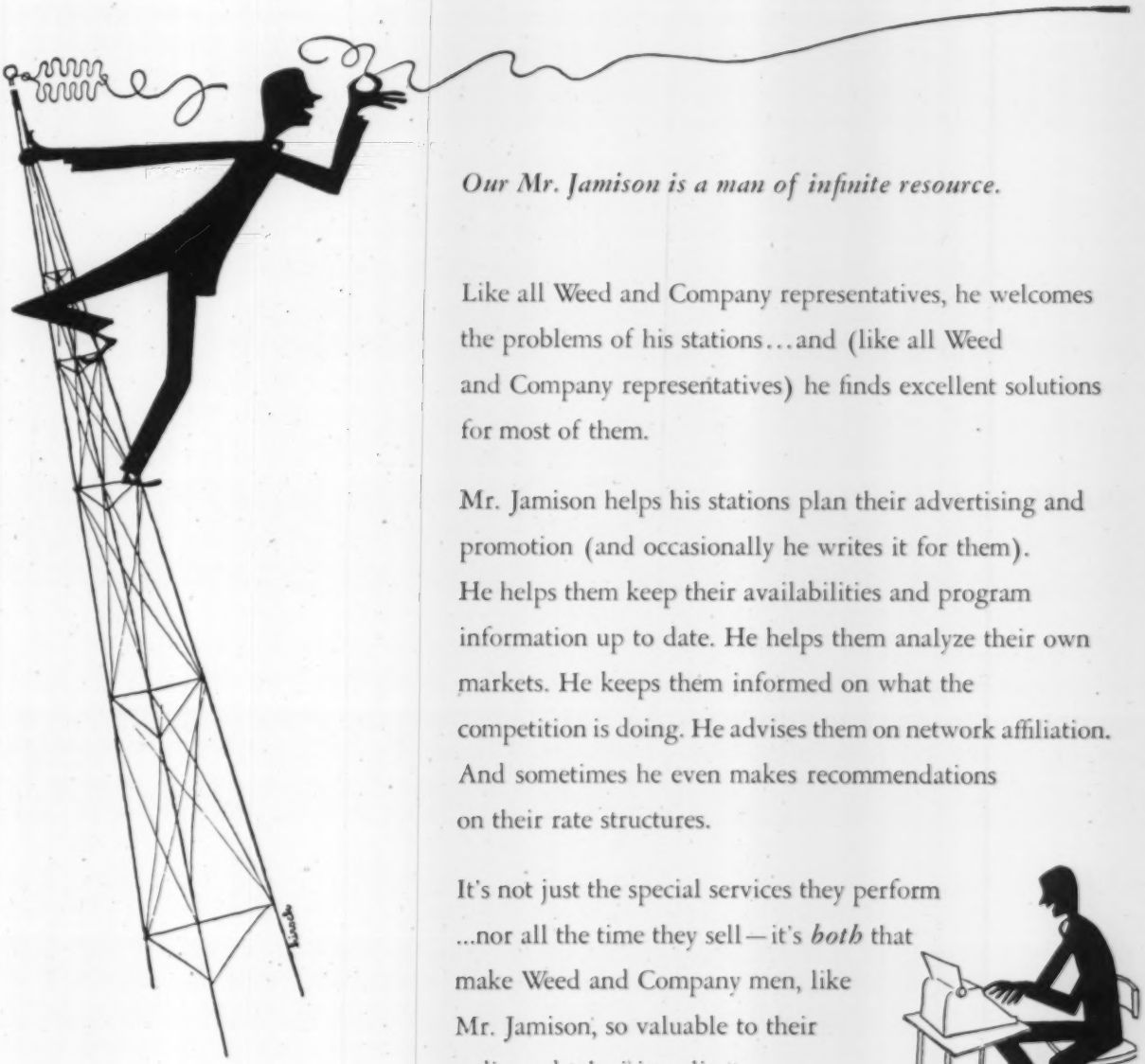
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office


*Copyright 1949 by Broadcasting Publications, Inc.*

**Subscription Price: $7.00 Per Year, 25c Per Copy**

# Mr. Jamison is never up a tree...



*Our Mr. Jamison is a man of infinite resource.*

Like all Weed and Company representatives, he welcomes the problems of his stations...and (like all Weed and Company representatives) he finds excellent solutions for most of them.

Mr. Jamison helps his stations plan their advertising and promotion (and occasionally he writes it for them). He helps them keep their availabilities and program information up to date. He helps them analyze their own markets. He keeps them informed on what the competition is doing. He advises them on network affiliation. And sometimes he even makes recommendations on their rate structures.

It's not just the special services they perform ...nor all the time they sell—it's *both* that make Weed and Company men, like Mr. Jamison, so valuable to their radio and television clients.

**Weed** and company

*radio and television station representatives*

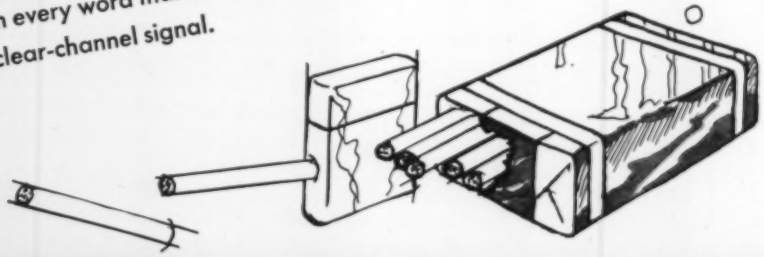
new york • boston • chicago • detroit
san francisco • atlanta • hollywood

# WSM shopping list

Start out from Nashville in any direction. Stop at stores of all kinds anywhere along the line, for hundreds of miles along the radius. Check the inventories against the list of WSM sponsors, and the over-the-counter movement of WSM-advertised goods. That will tell you the story of this station that helps sell to, and then helps sell for merchants who serve millions of Central Southerners.

The merchants know why, too.

Implicit confidence, based on 23 years of experience, in every word that is uttered over our 50,000 watt, clear-channel signal.



THE KEY TO DEALER ACCEPTANCE

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES

ITATI 0 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

# duplication...
## with a CAPITAL "D"

*You get two, not one powerful selling medium when you buy WMC in the Memphis market. The station "most people listen to most" in this two-billion-dollar market simultaneously duplicates its AM schedule on WMCF, a 50 kilowatt station with 260,000 watts of effective radiated power. What a buy!*

**WMC** NBC • 5000 Watts • 790

WMCF WMCT **50 KW Simultaneously Duplicating AM Schedule**
**First TV Station in Memphis and the Mid-South**

*National Representatives • The Branham Company*
*Owned and Operated by The Commercial Appeal*


# Agencies

FITZMORRIS & MILLER Agency opens offices in Chicago at 6 N. Michigan Ave. Partners in new firm are **CHARLES C. FITZMORRIS** Jr. and **CHESTER MILLER**, former account executive and copywriter, respectively, on Quaker Oats account at Sherman-Marquette, also Chicago. Mr. Fitzmorris formerly was account executive with General Mills. Mr. Miller wrote copy and did promotional work on General Mills and Procter & Gamble accounts.

**CLARK M. AGNEW**, art consultant for Lennen & Mtchell, New York, appointed art director of L&M television department.

**ABNER J. RUBIEN**, formerly with Roche, Williams & Cleary, and prior to that with Stack-Goble, joins Dorland Inc., New York, as vice president and member of plans board.

**GUY MERCER** joins Fuller & Smith & Ross, Chicago, as account executive after working at Buchen Co., Chicago.

**RUDYARD C. McKEE**, formerly with Needham, Louis & Brorby, Chicago, joins McCann-Erickson, New York, as account executive in Nabisco group.

**LES WAAS**, in television sales and production for 2½ years, joins J. Branch Briggs, new agency at 18 W. Chelton Ave., Philadelphia.

**THOMAS ERWIN**, former vice president of Lennen & Mitchell, New York, joins Chicago office of Abbot Kimball as vice president, director and general manager.

**HOWARD WOLF**, former chief copywriter at N. W. Ayer & Son, Philadelphia, named president of Weightman Inc., Philadelphia agency.

**MAY COLLINS**, formerly in radio department of Ted Bates Inc., New York, joins Los Angeles office of agency as office manager. She replaces **MRS. JACK CALHOUN**, resigned.

**HARRY L. CHUPACK**, former owner of Adcraft Co., Akron, Ohio, and previously with Simons-Michelson, Detroit, opens new agency, M. & H. Adv., in Oklahoma City. Offices in Commerce Exchange Bldg., telephone 7-4079.

**MURRAY TURNER**, manager of Winnipeg office of Cockfield Brown & Co., and **PETER DOWNES** of Vancouver office, promoted to vice presidents.

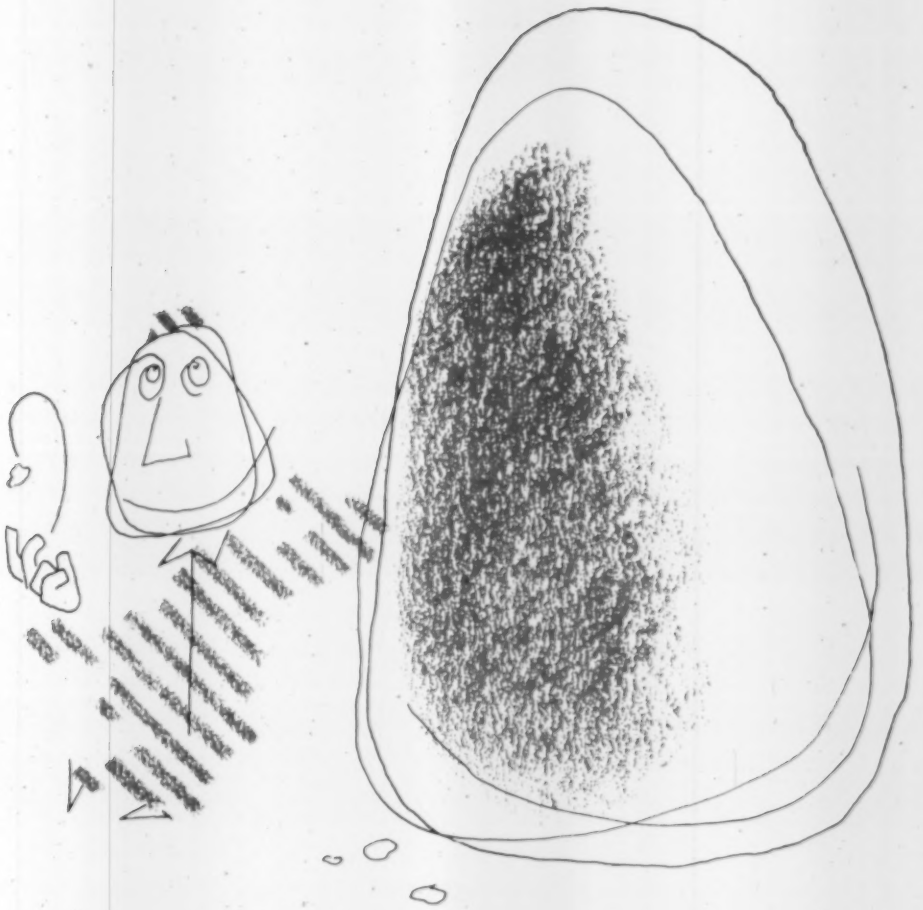
**THOMAS D. LUCKENBILL**, vice president and radio director of William Esty & Co., arrived in Hollywood last Tuesday for ten days.

**DELMAR DeWOLF** joins Gebhardt & Brockson, Chicago, as account executive after working as sales promotion manager of Woodstock Typewriter Co.

**ELIAS E. SUGARMAN** joins Furman, Feiner & Co., New York, as assistant to **NORMAN B. FURMAN**, president. In addition to general duties he will

*(Continued on page 12)*

**SMILES conclude signing of Miller Brewing Co. contract with ABC for sponsorship of Lawrence Welk and his orchestra on selected stations starting June. Foursome (l to r) includes Robert Long, account executive at Klau-Van Pietersom-Dunlap Assoc., Milwaukee; Bill Wilson, ABC account executive; Roy J. Bernier, Miller advertising manager, and Mr. Welk.**



## *Make big ones out of little ones...*

*Station Managers.* Success Story: Small advertiser gets sound station advice... uses Capitol Transcription Library to build distinctive show... saves talent costs, therefore can buy more time, reach more listeners. Result is expanding business for client, increased billing for Station. Mail in the coupon, get the whole story with complete descriptive booklet and FREE audition discs.

Capitol
TRANSCRIPTIONS
A Division of Capitol Records

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol Transcriptions
Sunset and Vine, Dept. B314
Hollywood 28, California

Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name_____

Company_____ Position_____

Street_____

City_____ State_____

# Agencies

*(Continued on page 10)*

supervise television activities of agency. Mr. Sugarman formerly was editor of *Billboard* and general manager of its eastern division.

**JUDD GRAHAM**, former production manager at Arthur W. Stowe Adv., Los Angeles, and more recently copy editor for *Southwest Builder*, joins Ross Sawyer Adv., same city, as production manager.

**HAROLD H. MARQUIS**, vice president of West-Marquis Inc., moves from agency's Los Angeles offices to San Francisco office.

**SID WESTON**, formerly with Kelso Norman Adv., San Francisco, joins Merchandising Factors, same city, as production manager.

**RUTLAND, GILCHRIST & CLEM Ltd.** and **W. H. EMMETT Ltd.**, both of Toronto and Montreal, enfranchised by CAB, bringing total to 62 agencies.

**MELTON Adv.**, Dallas, purchases **HENRY M. HANEY Adv.**, also Dallas. Consolidated company moves to new quarters in Liberty Bank Bldg., continuing under name of Melton Adv.

**HOWARD A. HARKAVY**, former sales promotion and advertising manager of Langevin Mfg. Corp., joins copy and contract staff of G. M. Basford Co., New York and Cleveland agency.

**HERMAN S. THOENEBE**, vice president; **ROBERT C. CHAPIN** and **HARRY P. ANDERSON Jr.**, elected to operating committee of John Falkner Arndt & Co., Philadelphia.

**CECIL UNDERWOOD**, manager of Hollywood office of Warwick & Legler and producer of NBC *Eddie Cantor Show*, and **FLORETTA McDONALD**, radio actress, are to be married March 16.

**ROBERT A. McINNES** joins H. C. Morris & Co., Los Angeles, as copy chief Mr. McInnes was formerly on copy staff of Ruthrauff & Ryan, Los Angeles.

**DADE ELLISON** appointed art director at Kaufman & Assoc., Chicago. He was formerly with Triangle Adv., same city.

**LOTT Adv.**, Hollywood, opens branch office at 1273 Westwood Blvd., Westwood Village, Calif. Phone is Arizona 7-4137. **DAVIS LOTT** heads office, other principals: **C. O. BOSWELL**, associate, and **WILLIAM GILL**, head o sales.

**GOING THROUGH musical paces as a warm-up for the debut of *Preview* ove CBS television network March 7 were four members of the "Billion Dolla Glee Club" and Jinx Falkenburg. L to r: George Skouras, Skouras Theatre president; Sigurd Larmon, Young & Rubicam president; Miss Falkenburg C. E. Hooper, head of C. E. Hooper Inc., and Hubbell Robinson Jr., CB vice president and director of programs. Miss Falkenburg and Tex McCrar are co-editors of *Preview*, the Living Television magazine. Glee club got it "billion dollar" name because its members include top executives in radio an allied fields.**

**WALTER CRAIG**, radio and television director, Benton & Bowles, New York arrived in Hollywood last Thursday for few days' conferences.

**AGENCIES** moving offices to new locations include: Los Angeles—**Bronell Inc** to Roosevelt Bldg., 727 W. 7th St., telephone, Trinity 2816; **Seidel Adv.** to 663 Hollywood Blvd., telephone, Hollywood 9-6857; **Allen & Marshall Adv.** to 55 S. Western Ave., telephone, Drexel 5163; **David S. Hillman Inc.** to 9130 Sunse Blvd., telephone, Bradshaw 2-6586; **Irwin-McHugh Adv.** to 2395 Beverly Dr Beverly Hills; **Howard Booker Adv.** to 4102 Muirfield Rd.; El Paso, Tex.—Da **White & Assoc.** to 500 El Paso National Bank Bldg.; Dallas—**Rogers & Smit** to Reserve Loan Life Bldg.; Toronto—**Garry J. Carter of Canada Ltd.** to 5 Avenue Rd., retaining production department at 394 Bay St.

# New Business

ACIFIC CITRUS Products Co., Fullerton, Calif. (Hawaiian Punch), in June starting 13 week spot campaign in 14 cities. Markets include Los Angeles, Fresno, Sacramento, Phoenix, Tucson, Salt Lake City, Dallas, rt Worth, Houston, San Antonio, New Orleans, Shreveport, Cleveland, Pittsgh. Agency: Atherton & Co., Los Angeles.

LEY & RASKOB Enterprises, Richmond (glass cleaner), appoints Botsford, stantine & Gardner, San Francisco. Spot campaign to be used. STANLEY ANBERG is account executive.

S MFG. Co., Emeryville, Calif. (Snoko Ice Shafrees), appoints Ad Fried ., Oakland. Regional network program planned.

YLOR ELECTRIC Co., Milwaukee (RCA distributor), signs third 13-week tract for *Those Keen Teens* on WTMJ-TV Milwaukee, Sat. 4:30 p.m. Agency: tav Marx Adv., Milwaukee.

BLEY, LINDSAY & CURR Co., Rochester, N. Y. (department store), renews 18th consecutive year *Sibley Tower Clock Time* on WHAM Rochester, Mon.-, 9:45-10 a.m. Contract is for 52 weeks.

LAROID Scientific Co., New York, starts quarter-hour weekly telecast of ed *Masters of Magic* on KTTV(TV) Los Angeles. Contract for 11 weeks ed by Cayton Inc., New York.

NAFIDE MILLS Co., New York, through S. R. Leon Co., same city, starts -hour kinescope of NBC eastern program *Stop Me If You've Heard This* on C Hollywood television outlet KNBH.

AFT FOODS Co., Chicago, and RIT PRODUCTS Corp., that city, running week spot campaign on KNX Los Angeles. Kraft campaign placed through J. Walter Thompson Co., San Francisco, started yesterday (March 13); Rit spots, through Earle Ludgin & Co., Chicago, start March 28.

## Network Accounts • • •

**FORD MOTOR Co.** for Lincoln and Mercury automobiles, will begin sponsorship of *Toast of the Town* Sundays 9-10 p.m. on CBS-TV network March 27, through Kenyon & Eckhardt, New York. **EMERSON RADIO CORP.**, through Blaine-Thompson Adv., New York, current sponsor, dropped show March 13.

**GLOBE MILLS Division of Pillsbury Mills**, Los Angeles, March 28 starting 52 week sponsorship of five quarter hours weekly of half-hour *Surprise Package* on 13 ABC Pacific Network stations, Mon.-Fri., 2:15-2:30 p.m. (PST). Agency: Leo Burnett Co., Los Angeles.

**GENERAL FOODS Corp.**, New York, through Young & Rubicam, New York, renews *The Second Mrs. Burton* on CBS Mon.-Fri., 2-2:15 p.m.

**WHITEHALL PHARMACAL Co.**, Walkerville, Ont. (Anacin), today (Monday) starts for 13 weeks French version of *What's Your Beef*, now on Dominion Network, on 3 CBC French network stations, Mon.-Fri., 2:30-2:45 p.m. Agency: Young & Rubicam, Toronto.

**TONI Co.**, Chicago, renews *Crime Photographer* on CBS Thurs., 9:30-10 p.m. Agency: Foote, Cone & Belding, Chicago.

## Adpeople • • •

**JOSEPH V. GETLIN**, cereal advertising manager of Ralston Purina Co., St. Louis, appointed sales and promotion manager for cereal division. He has been with firm six years and has handled advertising on *Tom Mix* show over MBS.

**EDWARD B. BAILEY**, former account executive on Philco account at Hutchins Adv., Philadelphia, named assistant advertising manager of Philco. He formerly was with F. Wallis Armstrong Co. (now Ward Wheelock Co.) and Benjamin Eshleman Co., Philadelphia.

**JOHN B. WALT** named assistant advertising manager of Admiral Corp., Chicago. He is former sales promotion manager of Webster-Chicago Co.

**PROCTER & GAMBLE Co.** corrects its previous announcement relative to new post for **GAIL SMITH** [BROADCASTING, March 7]. Mr. Smith has been appointed director in charge of nighttime programs for Procter & Gamble Productions Inc.


# ngCole is a busy ol' soul . . .

4:30 AM—up before dawn
5:00 AM—on the air 'til 9
9:00 AM—meeting with visiting farmers
10:30 AM—shave and breakfast
11:45 AM—on the air 'til noon
12:15 PM—on the air 'til 12:30
12:45 PM—guest speaker at United Nations Club
1:30 PM—guest speaker at Youth Luncheon
2:45 PM—50 miles to Shelby, N. C., for County Fair meeting
4:30 PM—75 miles to Monroe, N. C., for Civic Club directors' meeting
7:00 PM—guest speaker at banquet
8:30 PM—emcee of Civic Club jamboree
11:15 PM—25 miles back home
12:20 AM—to bed at last

Being king of radio personalities in the Carolinas is a full-time job, 20 hours a day. No time for fiddlin' around, as you can see by this log of a typical day* in the life of Grady Cole, WBT farm director. Makes it easy to understand *why* Cole is king in the Carolinas... all the time. On the air 4½ hours each weekday, his average share of the Charlotte audience in all Hooperated periods is a royal 59%–44% better than *all* competition combined.† And outside, in 94 other counties, Grady Cole has virtually *no* Charlotte competition. If you'd like an audience with his majesty—and his majesty's tremendous audiences—Radio Sales will be glad to present you.

*Jefferson Standard* **WBT** *Broadcasting Company*

*50,000 watts • Charlotte, N.C. • Represented by Radio Sales*

*January 11, 1949 †Special C. E. Hooper Report, Oct. 1948–Jan. 1949

you SELL more ...

when you TELL more

WFLA

puts your message into *more* homes in one of Florida's top markets—the Tampa-St. Petersburg area. Located right in the heart of Florida's most populous trade territory, WFLA reaches the *year 'round* payrolls of Florida's growing industrial and agricultural production. You *sell* more people because you *tell* more people when you use the double-barreled impact of WFLA-AM and WFLA-FM.

Tampa Tribune Stations

WFLA AM FM

NBC affiliate

TAMPA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA


# Feature of the Week

ONCE you've learned that Milton Geiger is a practicing pharmacist as well as one of radio's most active writers, you might properly ask which came first the pestle or the pen?

Historically the pestle came first and the pen was almost accidental. Having been an avid listener to a certain dramatic radio series in 1937, Dr. Geiger was most dissappointed when he detected that a new writer had taken over. And he turned to his wife one evening after hearing this program and commented, "If that guy can write for radio, I'm sure I can."

Many of us have felt this same inclination, but he did something about it upon the urging of his wife. And his first radio effort titled *Case History* was promptly purchased by Max Wylie for use on the *Columbia Workshop*. Actually it was the fifth program in the then young series and was directed by Irving Reis. This very same maiden effort has also since been published in Max Wylie's book, titled *Radio Writing*.

*Amazed is Homer Canfield (l), NBC western program manager, that Milton Geiger knows his way around a drug prescription.*

* * *

Now 12 years and more than 600 writing credits later, Dr. Geiger lives in the San Fernando Valley where he divides his time between writing for such radio programs as the NBC *Screen Directors Guild*, aired Sundays, and working in his brother's Burbank (Calif.) drugstore. Dr. Geiger says first it's fun,

*(Continued on page 63)*

# On All Accounts

DON McCLURE, television production head of N. W. Ayer & Son, New York, began his theatrical career as fat-boy in the movies.

Casting about for a youngster of stout heart and waist to match for the film "The Collegians," Universal Pictures settled finally on the 200 pound, 5 foot 6 inch McClure as its definitive answer to Sidney Greenstreet.

Starting his regular employment in the movies, Don McClure for the first time began to lose weight steadily. Frantically, as the film progressed, the studio padded him with progressively fluffier pillows, worrying him meanwhile with the "drop - in - weight" clause entitling them to fire him if he lost more than 45 pounds. He did and they did.

DON

Mr. McClure never made the same mistake again. Recovering his poise and his weight he applied for and received a production post at RKO as a prop man. Within two years he was directing short subjects for the firm, including a series starring the late Edgar Kennedy. And as assistant director on an Amos 'n' Andy film Mr. McClure was instrumental in hiring for $25 a day, an unknown young singer with the unlikely name, Bing Crosby.

When the depression arrived, Don McClure departed, travelling back to his hometown, Dayton, Ohio, to become manager-director of the Civic Theatre there.

Two years later he moved to New York where he played in summer stock and in an occasional Broadway production. His first radio assignment came when he joined the Bob Ripley *Believe It or Not* staff as director of the show's remote pickups. He stayed with the program for three and a half years. During that time he toured the world with Mr. Ripley and took, wrote and edited many of the "Believe It or Not" films.

During the war years Mr. McClure joined the U.S. Navy as a civilian engineer at the Consolidated Ship Yards testing radar on the boats. Later he was named radio and public relations director of the Newark Community Chest fund.

In October 1944 he joined N. W. Ayer & Son as director of television and about a year ago was named director of television production. In that capacity he supervises the following features: Lucky Strike's

*(Continued on page 78)*


THESE 5 Stations Build Sales for You...

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

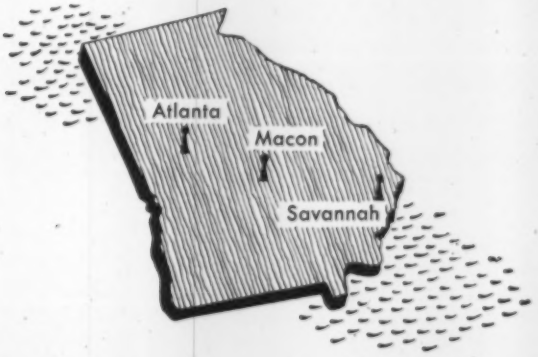
WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS




# The Georgia Trio

The C.B.S. Affiliates in Georgia's First 3 Markets

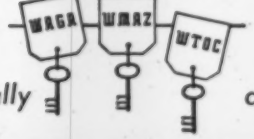
**THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:**

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

— *IN GEORGIA'S FIRST THREE MARKETS*

The Georgia Trio




*Represented, individually and as a group, by*

**THE KATZ AGENCY, INC.**

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas

**This RCA Switching System** consists of a line monitor, oscilloscope, and mixing amplifier—mounted in the desk section. The entire switching system unit is designed to match RCA's unit-built video console.

# split-second selection

# of all television program material

**. . . plus fades, lap-dissolves, and super-positions — with this convenient studio-type camera-switching unit.**

HERE, in one compact unit, is a control center for your television programs. Into it can be brought as many as six video inputs—from studio cameras, film cameras, relays, and network. *One* operator can handle the lot!

*Twelve* different types of switching are your assurance of a smooth, dramatic presentation, whatever the program. Look at the possibilities:

Your operator can *instantly* switch: (1) between two local camera signals; (2) between two remote signals; (3) from local to remote; (4) from remote to local; (5) from local to black screen (no signal); (6) from remote to black (screen); (7) from black to remote. With the special manual fader control he can, *at any desired speed:* (9) fade out local to black; (10) fade in local from black; (11) lap-dissolve between any two locals; (12) superimpose two locals and adjust the level of each. All sorts of trick effects are possible by moving the two levers that make up the fader control.

Tally lights provide an instant check on which input is being used and whether a remote signal is being received. If remote sync fails for any reason, local sync automatically takes over.

The monitor in the top of the console section allows the operator to either view the on-the-air signal or preview one of the two remote signals.

An unusually flexible intercom switching system (not shown) is included to permit private, special-group, or conference communication between practically all personnel. All have access to program sound through one earpiece of their headsets.

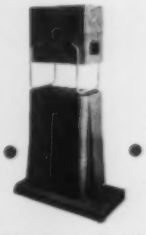
Here, we believe, is a switching system that represents the most advanced engineering in television station techniques. It will help you simplify television station routine—bring new possibilities to television programming. Be sure to get the complete story. Write Dept. 19-CB, Radio Corporation of America, Engineering Products Department, Camden, N. J.

- FADING CONTROL
- MONITOR SWITCH — 3-position: program line, either of two remotes
- GAIN FOR REMOTE INPUT (#6)
- REMOTE INPUTS
- RELEASE BUTTONS
- TALLY LIGHTS — and switches for remote sync
- CAMERA SWITCHES — (2 rows) handle 4 inputs from studio and film cameras and 2 remotes to permit fading, instantaneous switching, special effects.
- TALLY LIGHTS — for six inputs
- GAIN FOR REMOTE INPUT (#5)

**PROGRAM SOURCES**

RCA Studio Camera (Switching Unit handles up to four)

RCA's Mobile Studio (Switching Unit can handle two remotes)



RCA Film Camera (Switching Unit handles two with 2 studio cameras)

TELEVISION BROADCAST EQUIPMENT

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal

# Radiorama

CAUGHT during a backstage discussion of *The Lambs Gambol* (NBC-TV, 8:30-9 p.m., Sunday) are Walter Craig (l), Benton & Bowles v.p. and director of radio and TV, and Jim Delafield, Maxwell House advertising manager.

MEMBERS of the Georgia Assn. of Broadcasters participating with Gov. Herman Talmadge (seated) in the signing of a state law protecting stations against libel are (l to r) Dean Covington, vice president; Tom Carr, secretary-treasurer; John Fulton, president, and Eb Duncan, WLBB Carrollton and State Representative from Carroll County. The law [BROADCASTING, Feb. 7] exempts station owners and agents from liability for defamatory statements made on behalf of a candidate for political office.

LINING up Standard Oil sponsorship of International Golden Gloves bouts on WGN, *Chicago Tribune* station, are (l to r) Arch Ward, *Tribune* sports editor; Wesley I. Nunn, Standard Oil ad mgr., and Frank Schreiber, WGN Inc. manager.

CELEBRATING start of *Guy Lumbardo Show*, Frederic Ziv package under sponsorship of Trommer's beer on WNBC New York, are (l to r) Francis Barton, vice president and radio director of Federal Advertising Agency; Guy Lombardo; Henry Gordon, Frederic Ziv Co. representative, and Thomas B. McFadden, manager of WNBC. The program will be heard 7:30-8 p.m. Wednesday.

HONOR guests at "Gold Rush Gaieties," 33d annual dinner-dance of Philadelphia Club of Advertising Women, are (l to r) Helen Corathers, president of hostess club; Grace Johnsen, president, Advertising Women of New York; Helen Holby, director, club contact department, AFA; Rita Eastman, president, Women's Advertising Club of Baltimore, and Jean Ambrose, president Women's Advertising Club of Washington.

FORMAT for *Needle Shop*, to start March 17 on WABD (TV) New York under sponsorship of Rival Manufacturing Co. (Steam-O-Matic Iron), is discussed by (l to r) Alice Burrows, *Needle Shop* proprietress; Bernard Sears, Rival sales manager; Al Coleman, account executive at R. J. Potts-Calkins & Holden, agency for Rival, and Tom Gallery, sales manager for DuMont Television Network, WABD owner.

GATHERED in Hollywood for a recording session at Capitol Transcriptions are (l to r) Frank DeVol, music director of Capitol; Ken Nelson (seated), firm's program director; Lee Gillette, former program chief and currently head of folk repertoire for phonograph division, and Walt Davidson, manager of Capitol Transcriptions.

# FOOD ADVERTISERS! A 10-WEEK "PACKAGE"!

# WRVA COOKING SCHOOL

## ON THE AIR FROM WRVA THEATRE, RICHMOND

**Over 10,000 Women in Person!**

**$3,500.00 in Special Prizes!**

**Your Displays on Stage; in Lobby!**

**Your Samples to Live Audience!**

**Mary Grosvenor Ellsworth, Conductor!**

**Miss Ellsworth**

*author of "Much Depends on Dinner", "ABC of Herb Cooking"; Food Editor of "House Beautiful"; contributor to many leading magazines; gourmet; and world traveller.*

Every Saturday morning for 10 weeks, the Cooking School will feature an audience-participation-quiz-on-foods on the air! Your product will be demonstrated—you can set up displays and sample the audience. Backed by WRVA's usual dramatic promotion . . . car cards, newspaper ads, direct mail, etc. *Each product exclusive in its line.*

The cost? Your merchandise samples; the one-minute Class C announcement rate plus $20.00 net talent fee; and two additional Class C one-minute announcements weekly (or the equivalent). Making a total of three-per-week, or $95.60 per week. A minimum total cost of $956. for a complete 10-week Spring merchandising and advertising package! *First* come —*first* served!

**WRVA**

***Richmond and Norfolk, Va.***

***The Edgeworth Broadcasting Service***

## The Veteran and Radio

EDITOR, BROADCASTING:

During the last three years I've thought a lot about "The Veterans Place in Radio." They have a place in a Janus-faced situation that will eventually stick a knife in its own back.

Let us look one face squarely in the eye. Thousands of veterans were led to believe that all they had to do to become great personalities in the radio field was to enroll in this or that radio school. Some of these schools are good, but most of them are nothing more than mushroom affairs designed by grafters and staffed by broken-down microphone hacks. Veterans would do well to spend their GI time going to a good college or university. They may have to wait a little longer for their break in radio, but they can be assured that when the break does come they will be equipped with a well-rounded education that will help them to serve their community conscientiously.

There is a place for veterans in radio! . . .

Some stations expect too much for the $40 per week they so magnanimously offer. . . .

Unfortunately, there exist within the radio field seve al radio stations run by unscrupulous owners. . . .

Turning the face around we see the other side: the veteran himself. He has to learn that radio is a hard, cold business. He shouldn't class himself with the "hot rods" who attempt to fool station managers. . . . The applicant should tell the truth about himself. Maybe he won't get the first job he tries for, but he'll have the satisfaction of knowing that he told an honest story.

. . . To me such stations as WHO Des Moines, WKY Oklahoma City, WFAA Dallas, and many little stations, represent the utimate in community service. Men like Ernest Chappell, Sy Harris, Arthur Godfrey are examples of honest-to-God announcers and entertainers: men like Col. B. J. Palmer, and Howard Chernoff, have done more to lift the radio profession out of the ballyhoo stage than any other ten men in the game. If we, as veterans, can live up to the examples set by these men we'll have no trouble with our future in radio. . . .

*William H. Stalnaker*
*714 Buckingham Place*
*Chicago 13, Illinois*

**[EDITOR'S NOTE: Because the problems raised by Mr. Stalnaker are of unusual interest we are deviating from policy and publishing his views at some length. We recommend that the Veterans Administration investigate the charges made.]**

* * *

# Open Mike"

*(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)*

## 'Trends' Commended

EDITOR, BROADCASTING:

. . . I picked up my current copy . . . and found that you are continuing the TRENDS studies.

I am glad that you are. . . . Comparisons from year to year such as the one you just made on radio legislation, are by far the most interesting phases of research — and truly point out trends. . . .

*Robert H. Salk*
*The Katz Agency*
*Chicago*

**[EDITOR'S NOTE: Mr. Salk was formerly head of the research firm, Audience Surveys Inc., which first conducted the BROADCASTING TRENDS surveys.]**

* * *

## ON ADVERTISING

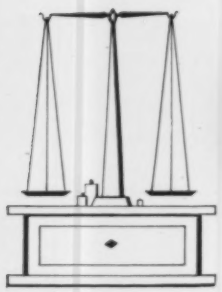
### Bridge Releases Book

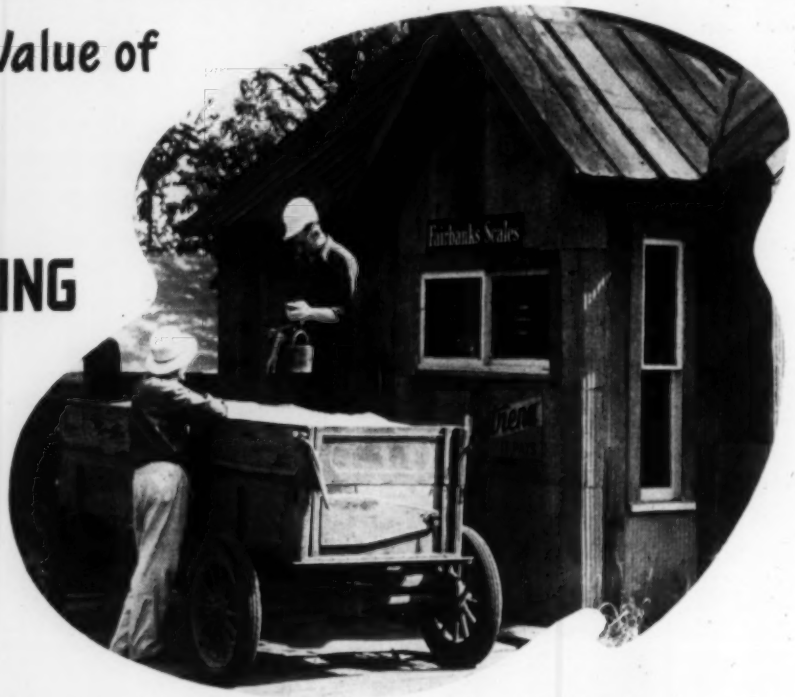
**PRACTICAL ADVERTISING. By Harry P. Bridge. 842 pp. New York: Rinehart & Co. Inc. $6.50.**

WIDE coverage of the advertising field is given by Harry Bridge in his latest book, *Practical Advertising*. Mr. Bridge is president and owner of his own agency, Harry P. Bridge Co., Philadelphia. He has been sales promotion manager of Atwater Kent Mfg. Co., editor and general manager of Keystone Pub. Co.; copywriter at Doremus & Co.; advertising consultant for RCA and Rundle Mfg. Co., and a freelance wrjter on advertising and other business subjects.

*Practical Advertising* carries the subject from its history through the actual planning of a job and then into copy, art, production and placement. Several chapters are devoted to the specific problems of radio and television. To complete his full discussion, Mr. Bridge also covers mail order advertising, catalog preparation, trademarks and brand names, packaging, market research, testing, and the setting up of an agency.


# Weigh the Value of YOUR FARM ADVERTISING



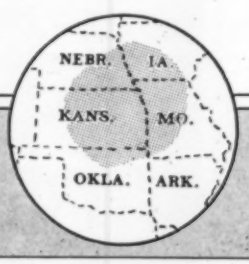



There's a powerful lesson for advertisers in what these farm folks are doing. This entire load of wheat was first weighed on the platform scales for *QUANTITY*. Now, its final value is being set by the man with the hand scales as he weighs it for *QUALITY*.

WIBW gives your farm advertising *both* quantity and quality . . . *QUANTITY* through our powerful, easily heard signal that reaches farm listeners in five states . . . *QUALITY* through our acceptance by these farm families whom we have served faithfully for over 25 years.

*Weigh your farm advertising by the farmer's own standards*

W I B W




SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM
CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN · KCKN-FM

# REMEMBER THIS LAST YEAR?

## Well, this year it is still the same story.

**Allied for full fidelity reproduction**

Silver nitrate processing of superior quality...

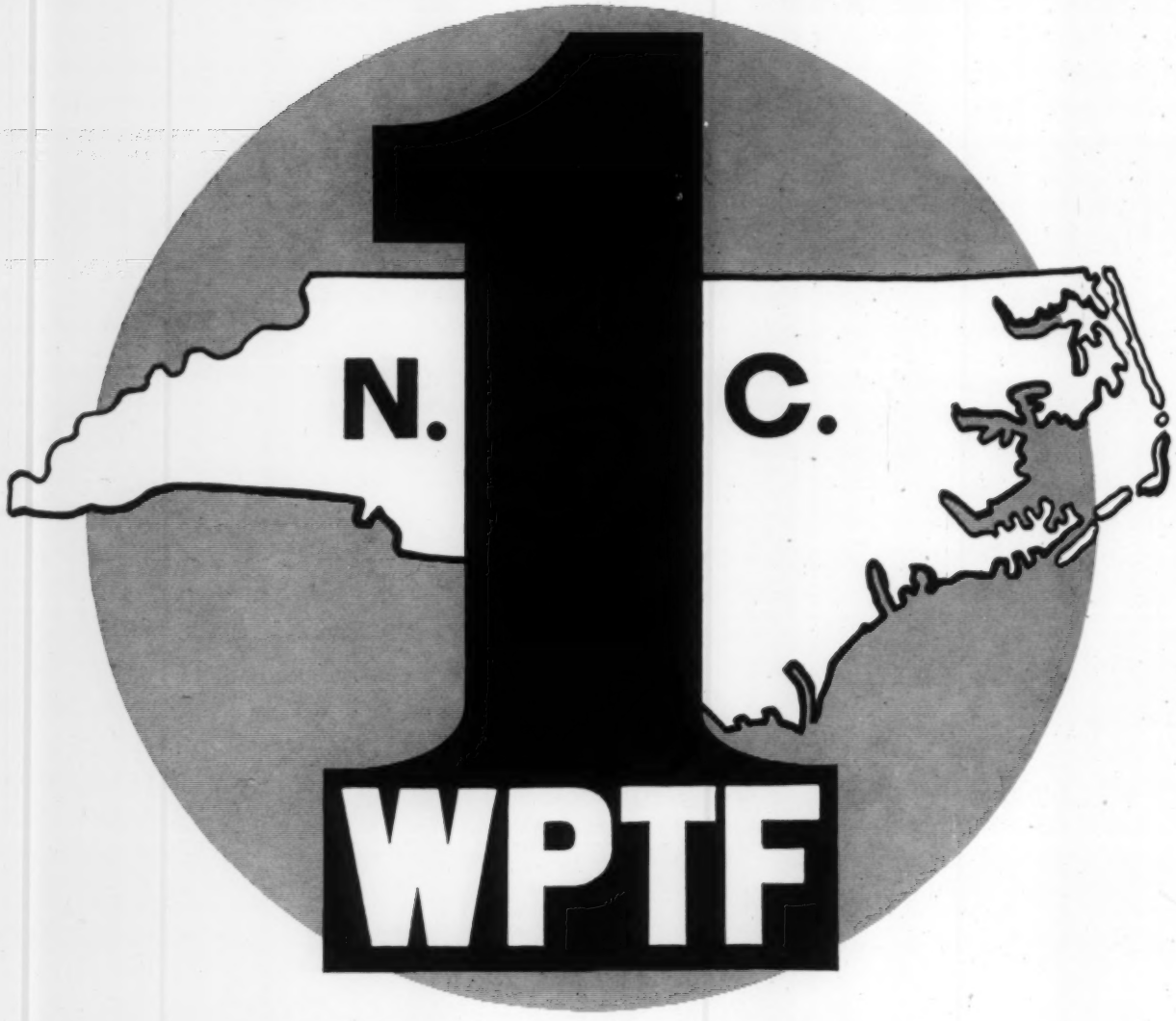
Genuine "Vinylite" brand plastic pressings...

Non-flexible phonograph records handled specially for speedy delivery

# ALLIED RECORD MANUFACTURING CO., INC.

1041 N. Las Palmas Avenue, Hollywood 38, California • HOllywood 5107

# NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE




## AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF

50,000 WATTS 680 KC
NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
*NATIONAL REPRESENTATIVE*

BROADCASTING
TELECASTING

Vol. 36, No. 11 WASHINGTON, D. C., MARCH 14, 1949 $7.00 A YEAR—25c A COPY

# AFTER BMB?

## Support Promised for Plan

By J. FRANK BEATTY

INDUSTRY project to supply advertisers and agencies with a complete audience and coverage service, showing what can be bought for the radio dollar, entered the planning stage last week as BMB was beating off the sheriff from the front door.

The first definite step to develop an industry-operated project to take up where BMB leaves off came with NAB President Justin Miller's appointment of a board committee to study the whole role of NAB in future audience measurement.

This committee is under board mandate to come up by mid-April with specific plans for a measurement service [BROADCASTING, Feb. 21]. It is headed by John Elmer, WCBM Baltimore. Other members are J. Harold Ryan, Fort Industry stations; G. Richard Shafto, WIS Columbia, S. C.; Clyde W. Rembert, KRLD Dallas, and Charles C. Caley, WMBD Peoria.

Naming of the committee came during a week of furious behind-scenes activity at BMB headquarters in New York. The activity developed as BMB faced a make-or-break financial crisis. This crisis was passed after an ultimatum had been sent to BMB subscribers.

### Method Criticized

The ultimatum, under which stations gave their consent to a dip into a $100,000 tax reserve fund, brought with it rumbles from some subscribers about the method employed to obtain approval.

BMB beamed as it received what was described as "overwhelming response" to the plea for pledges of additional support. But although a desperate crisis that threatened to halt the mailing of ballots for study No. 2 was averted, the state of BMB's finances is still considered shaky.

The exact state of BMB's books, a touchy problem that has annoyed many subscribers as well as the NAB board, should be revealed in a few days if a board mandate is obeyed. The board voted at its February meeting in New Orleans to demand a complete report of BMB's finances and went so far as to withhold all financial support until it gets the fiscal lowdown.

While the board is leaving the drafting of plans for a future industry-operated research project up to the special committee named last week, it indicated emphatically that it never again will let the association get into an operation where stations assume practically all the liability but have only a minority voice in the operation. NAB has only 7 of 21 votes on the BMB board, ANA and AAAA each having 7.

The committee will face such problems as the type of organization to be set up and how it should be controlled. Strong feeling exists for an out-and-out business corporation, a stock company in which no attempt would be made to operate as a nonprofit institution similar to BMI.

Some directors feel that if a new coverage project is set up, ANA and AAAA should buy stock if they want any voice in the operation. Then there is sentiment in favor of a company in which the industry owns all the stock, with ANA and AAAA serving in an advisory capacity.

These and other ideas will come before Mr. Elmer's committee, which will report to the NAB board at Chicago during convention week. Meanwhile parallel ANA and AAAA committees will conduct similar studies and submit their ideas on audience measurement.

NAB itself is unable as an association to go into the audience measurement field without assuming a taxable status, according to legal opinion.

The sudden crisis in BMB's finances last week led to a quick call for an emergency meeting Monday of BMB's executive committee. At this meeting need for immediate funds to proceed with the half-completed ballot mailing for No. 2 study was discussed by the members, comprising NAB, AAAA and ANA.

BMB President Hugh Feltis presented the problem and asked for authorization to release a fund of about $100,000 set aside two years ago to meet a possible decision by the Internal Revenue Bureau denying BMB's claim that it is a nontaxable enterprise.

Occasion of the latest emergency was demand by Statistical Tabulating Co., handling the mailing of ballots and tabulation of returns, for payment of $100,000 for work already done or under way. The Chicago firm set up a New York office and has a payroll of some $12,000 weekly. BMB had failed to approve and pay recent bills from the firm, which then demanded immediate payment if the work was to continue.

Delicate and pertinent questions about the liability of NAB, ANA and AAAA, should BMB wind up with a lot of unpaid bills, were discussed by representatives of these associations, both formally and informally. The final result was approval of a telegram to station subscribers in which the problem was explained briefly.

Unofficially it was stated that the telegram was a "watered down" version that didn't tell as

*(Continued on page 50)*

# MONOPOLY FEARS

## Johnson Hints Subpoena

By RUFUS CRATER

DETERMINATION to sift FCC's television and probably most of its other communications activities with a fine mesh—by subpoena if necessary—was seen last week in a new set of questions sent to the Commission by the Senate Interstate & Foreign Commerce Committee.

★

The questions, evidencing concern with the problem of monopoly, included a call for inter-office and other memoranda on patents, and for memoranda and other material which might be used as a basis for color and additional black-and-white TV standards in both the VHF and UHF bands.

Obviously rankled but not commenting, the Commission reportedly faced the prospects of sterner committee action if it should fail to furnish the information. Under the Congressional Reorganization Act the committee has the power of subpoena, and Chairman Ed C. Johnson (D-Colo.) was felt to be ready to use it if necessary.

At least certain committee members were not thought to be disposed to accept any plea that the requested memoranda are "confidential," if the Commission should take that tack. Capitol Hill spokesmen could foresee no reasonably conceivable justification for such a plea, on the theory that military security could not be at stake.

Sen. Johnson, forwarding the questions in a letter to FCC Chairman Wayne Coy last Wednesday, called attention to the Congressional Reorganization Act. This, he noted, gives his committee the duty to "exercise continuous watchfulness of the execution by the administrative agencies concerned of any laws, the subject matter of which is within the jurisdiction" of the committee.

He told FCC that the committee wants to give "the earliest possible consideration" to a study of the need for legislation to encourage "the larger and more effective use of television in the public interest."

He indicated the committee will hold hearings on "this problem." But he gave no inkling of when, or whether they would come in connection with specific legislation or as part of the special, continuing communications probe for which the committee is seeking Congressional authority [BROADCASTING, Feb. 14].

The questions, all relating to monopoly and work done by FCC on color or additional black-and-white television standards—including a request not only for agency memoranda but also the names of their authors—were a follow-up to the lengthy question-and-answer exchange between the committee and the Commission late last month [BROADCASTING, Feb. 28].

Sen. Johnson sought to make clear that his committee "is not presuming to interfere with the regulatory function or responsibility of the Commission." He said:

"To the contrary, we are concerned not with preempting responsibilities of the Commission but with making certain that in eventually adopting standards for

*(Continued on page 54)*

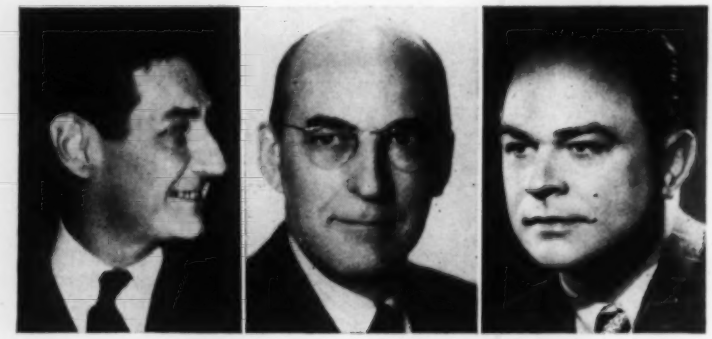
# duPONT

## Awards Given Taylor, WLS, KLZ

HENRY J. TAYLOR, commentator, WLS Chicago and KLZ Denver received the 1948 Alfred I. duPont memorial awards at a dinner held in New York last Saturday (March 12).

The awards, presented annually to a news commentator and two stations for outstanding public service in the preceding year, are donated in memory of the late financier by his widow. The presentations were made at a dinner in New York's St. Regis Hotel.

Winners received prizes of $1,000 each and a plaque. The awards were accepted by Mr. Taylor; James E. Edwards, president of the Agricultural Broadcasting Co., owner of WLS, and by Hugh B. Terry, station manager of KLZ.



**MR. TAYLOR (l), winner of the commentator award; Mr. Edwards (center) and Mr. Terry, who accepted station awards for WLS and KLZ, respectively.**

* * *

### WLS, KLZ Commendations

The commendations for both WLS and KLZ were "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations, respectively."

Mr. Taylor's award was "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

The station awards are given to one station of greater than 5 kw power and one of 5 kw or less. WLS is a 50 kw station, and KLZ 5 kw.

During most of 1948, the year for which he won the duPont award, Mr. Taylor broadcast over Mutual under sponsorship of General Motors Corp., through Kudner Agency, New York. The program was moved last Dec. 20 to ABC where it is now heard Mondays, 8:45-9 p.m.

### Awards Committee

Members of the awards committee who judged the winners this year are Mrs. Alfred I. duPont, Dr. Francis P. Gaines, president of Washington & Lee U., M. H. Aylesworth, consultant and former president of NBC, Mrs. J. L. Blair Buck, president of the General Federation of Women's Clubs, and Mark Ethridge, publisher of the Louisville *Courier-Journal* and *Times* (WHAS), and former NAB president.

All committe members save Mr. Ethridge attended the dinner. Other distinguished members of the industry who were present included Mark Woods, ABC president; Frank Stanton, CBS president; Edgar Kobak, MBS president; Frank White, president of Columbia Records Inc.; Harry C. Kopf, administrative vice president of NBC; Oliver Gramling, assistant to the general manager of Associated Press; Phillip Reed, editor of International News Service; Jack Bisco, vice president of United Press, and Sol Taishoff, editor and publisher of BROADCASTING.

Arrangements for the dinner meeting were directed by Mrs. du Pont, Mr. Aylesworth, who is advisor to the duPont Foundation, and William H. Goodman, secretary of the Foundation.

ABC aired a special broadcast of the awards presentations at 7:30 p.m. March 12 from the Louis XIV Suite of the St. Regis. Appearing on the program were the winners, Mrs. duPont, Dr. Gaines, Mr. Goodman, Mr. Woods, Paul Lavalle's orchestra, and Milton Cross, announcer.

**Mrs. duPONT**

## WM. B. MURRAY

### Agency Executive Is Dead

WILLIAM B. MURRAY, 59, head of radio and television for the William Morris Agency, New York, died of a heart attack Thursday, March 10, at the Harkness Pavillion Hospital, New York.

Mr. Murray had been with Morris since 1932 when he first organized its radio department. Surviving are his wife, Florence, and his sons, William B., Richard Harry and Michael Buckley.

# CCNY

## WMAQ, Kudner, WEEI Win

TOP AWARDS in the 1948 radio-television competition conducted by the School of Business and Civic Administration, City College of New York, will go to WMAQ Chicago, Kudner Agency Inc., New York, and WEEI Boston, for creation of the year's outstanding aural radio program, television program and radio promotion, respectively.

Dr. John Gray Peatman, associate dean, CCNY College of Liberal Arts & Sciences, and chairman of the awards committee, will present the plaques and announce the awards of merit and honorable mentions for the 1948 contest March 30 at the luncheon session of the fifth annual CCNY Radio-Television and Business Conference at New York's Roosevelt Hotel. Dr. Robert A. Love, director, evening and extension division of the School of Business, is director of the one-day conference.

### WMAQ Award

Plaque award to WMAQ, "for the creation of the outstanding radio program of 1948," is made specifically for *It's Your Life*, series designed to educate listeners in the treatment and prevention of diseases. Sponsored by Johnson & Johnson, New Brunswick, N. J., maker of medical supplies and baby powder, soap, cream and oil, *It's Your Life* will also bring to WMAQ the CCNY award of merit for "the creation of the most effective institutional sponsored radio program" during 1948 by a 50 kw station.

Kudner Agency will get its plaque for creating the video series, *Texaco Star Theatre*, which was adjudged the outstanding TV program of 1948. Program is a variety series starring Milton Berle as m.c., sponsored by Texas Co. for its gasoline and oil products, and broadcast on NBC's TV network. An award of merit also goes to Kudner for this series as "the most effective sponsored television program of 1948."

WEEI Boston will receive its plaque for the year's "outstanding achievement in radio promotion." WEEI's all-over station promotion during 1948 was voted the "most effective" in its class, 5 to 10 kw stations, for which WEEI will receive an award of merit.

Other CCNY awards of merit will go to:

N. W. Ayer & Son, New York, "for the creation of the most effective spot television announcements for the year 1948"—the Lucky Strike dancing cigarette spots sponsored by American Tobacco Co., New York.

WHAS Louisville, "for the creation of the most effective direct-selling sponsored radio program by a 50 kw radio station for the year 1948"—*Kaufman's Coffee Call*, sponsored by Kaufman-Straus Co., Louisville.

KXLY Spokane, "for the creation of the most effective institutional sponsored radio program by a 5 to 10 kw radio station for the year 1948"—*Excerpts From the March of History*, sponsored by Standard Securities Corp., Spokane.

WHB Kansas City, "for the creation of the most effective sponsored spot radio announcements by a 5 to 10 kw radio station for the year 1948"—Cook Paint jingles, sponsored by Cook Paint & Varnish Co., Kansas City.

WLOK Lima, "for the creation of the radio program most effective in station promotion by a 100 to 250 w station for the year 1948" — National Radio Week series.

WOW Omaha, "for the creation of the radio program most effective in station promotion by a 5 to 10 kw station for the year 1948"—*Farm Service Reporter*.

Columbia Pacific Network, "for the creation of the radio program most effective in network promotion by a regional or intrastate network for the year 1948"—*The Last Waterhole*.

Kenyon & Eckhardt, New York, "for the most effective promotion of a national radio program by a

*(Continued on page 57)*

# ZENITH SQUALL

## 'Obsolescence' Ad Sparks FTC Study

By JOHN OSBON

AN INVESTIGATION of Zenith Radio Corp.'s advertised high-band claims for its low-band television sets reportedly was shaping up last week at the Federal Trade Commission.

FTC spokesmen declined to comment officially, but were known to have received complaints against the Zenith ads—which assured prospective buyers that the engineering of its own sets was insurance against "expected changes" in TV allocations.

The Zenith advertising volley proved to be one that was heard around the television world—among manufacturers, dealers and distributors, and allied phases of the industry. It brought into focus a fundamental issue of high-band (UHF) television and the controversial question of obsolescence of present receivers.

FCC, which had considered the overall problem of obsolescence in its 17-page report to Sen. Edwin C. Johnson (D-Col.) [BROADCASTING, March 7], reportedly received and referred to FTC some queries or complaints with respect to the Zenith advertisement.

### Launches Campaign

The ad launched Zenith's national advertising campaign March 6 in numerous American cities. It said that Zenith "is the only television receiver on the market today with a specially built-in turret tuner with provision for receiving the proposed new ultra high frequency channel on the present channels."

It warned against "expected changes in wavelengths" and urged prospective set owners to "insist on Zenith television . . . your insurance against obsolescence. . . ." The firm assured buyers "no 'converter' will be needed."

While this furor developed over the campaign started March 6, more was expected in the wake of a new Zenith ad slated to appear over the weekend and taking the same tack.

The advertisement, which drew disapproval of retailers as well as manufacturers, dealers and distributors, will further increase the confusion in the minds of buyers, in the view of many trade observers. Reactions from New York retailers charged that Zenith "knifed us in the back." Others called it "a lousy deal." A few manufacturers reportedly urged that industry be called upon to deal actively with the radio firm, while others were expected to answer the "obsolete" set charge.

The manufacturing company previously had generated heated industry replies to another advertisement last month when it expressed implied and sometimes direct criticism of commercial radio in general [BROADCASTING, Feb. 21]. The ad promoted its FM outlet, WEFM, and new line of portable AM-FM sets.

Spearheading the attack on Zenith's latest position, Admiral Corp., Chicago, which anticipated the campaign, urged newspaper publishers in a number of television markets to check with FCC before accepting the Zenith advertisements. In telegrams to about three dozen newspapers, the rival firm questioned the literal accuracy of the claims.

### Asks Investigation

In addition, Ross D. Siragusa, Admiral president, announced it was asking FTC and FCC "to make an investigation of the accuracy of the statement. . . ." The announcement was contained in a letter from Mr. Siragusa to H. C. Bonfig of Zenith, expressing belief that "your statement may be of detrimental nature to the entire industry because it creates doubt and confusion in the minds of persons who already have made investments in television receivers as well as in the minds of potential buyers." Mr. Siragusa pointed out that since wavelengths for UHF channels have not been assigned yet, the confusion is more "obviously created."

It was reported that newspapers in at least seven cities—Minneapolis, Cleveland, Buffalo, Milwaukee, Chicago, Pittsburgh and Los Angeles—had refused to publish the advertisements. Many more, however, ran them as scheduled.

Text of the Admiral telegram to newspapers:

"Have report Zenith Radio Corp., distributors and dealers planning to run advertisement predicting obsolescence in television sets made by other manufacturers. Believe accuracy questionable and appearance of ad would be detrimental to entire television industry. Strongly recommend checking accuracy of statement with Federal Communications Commission before publishing statement."

FCC declined to comment on the advertisements, explaining it had made known its position in its report to Sen. Johnson, and that it had no jurisdiction in the matter.

Earlier, feeling of the majority of the Commission was that no rule could be arbitrarily drawn to require television set manufacturers to notify buyers of possible obsolescence. Comr. Frieda Hennock, who proposed legislation that "manufacturers plainly indicate" certain set components, functions, etc. as a "salutary" measure, had suggested FTC be given jurisdiction and work in cooperation with FCC. In any event, Wayne Coy, FCC chairman, emphasized that UHF bands would be closed to commercial TV indefinitely.

There was no indication as to what action FTC might take on the Zenith ads. Documents which were passed on from FCC were known to have been submitted to the Bureau of Legal Investigation. FTC normally does not acknowledge receipt of documents until it issues a formal complaint against the firm involved or tenders a stipulation agreement, usually after exhaustive investigation.

FTC is understood to have received a number of complaints filed originally with it, rather than FCC. Admiral Corp. was believed to have been one of the first to file. Commission action could result if the regulatory agency found that the Zenith ads were defamatory to a

*(Continued on page 55)*

### Zenith Capitalizes

ZENITH Radio Corp., in the midst of an industry-wide furor as a result of its advertisements stressing the TV-set obsolescence theme *(see story this page)*, moved promptly to capitalize on the Senate Interstate Commerce Committee's newest demands on FCC *(story page 23)*. Without comment Zenith circulated, by telegram, press association accounts of Committee Chairman Ed Johnson's letter to the Commission, including his observation that some newspapers had refused advertising which contained a caution about the usable life of receivers, and his statement that "many" sets will "suffer early obsolescence" with TV expansion.

Mr. BACKUS

Mr. BRYANT

Mr. LINDSEY

Mr. HERMAN

Mr. COUGHLIN

Mr. MacLATCHIE

* * *

# PETRY CHANGES

## Realignments Made Within Firm

EDWARD PETRY & Co. will open an office in Dallas tomorrow (March 15), with Buell Herman as manager. Mr. Herman, a member of the Petry Chicago sales department since joining the representative organization in 1942, will be assisted by Carolyn Holmes, who is being transferred from the firm's New York office.

Noting that the constantly increasing volume of spot radio and the rapid development of spot television call for expanded operations, Edward Petry, president of the radio and television representative firm, said: "The southwest area has not only grown tremendously as a consumer market, it has also made great strides as a producing center.

"The establishment of a Dallas office will enable us to work more closely with manufacturers and distributors in Texas, Oklahoma and Louisiana. . . ."

Mr. Petry also announced personnel additions to his New York and Chicago offices. George Lindsey, formerly with Lorenzo & Thompson, and Bruce Bryant, for the past two years with ABC's Spot Sales department, have joined the Chicago sales staff. Both were station commercial managers before entering the spot sales field.

New York additions are: Edward Coughlin, for the past four and a half years with Weed & Co. and formerly with *The New York Times*; George Backus, whose spot sales background includes two and a half years with Headley-Reed Co. in New York and three years with Weed & Co., Chicago., and Douglas MacLatchie who comes to Petry's New York TV sales staff after three years with WFIL and WFIL-TV in Philadelphia.

The Dallas branch office will be located in the M & W Tower.

# IRE EXHIBIT

## $7 Million in Equipment

MORE THAN $7 million worth of equipment was displayed by 220 exhibitors in the Institute of Radio Engineers' Radio Engineering Show March 7-10 at Grand Central Palace, New York.

From all over the country more than 16,000 persons came to view the exhibits of 220 companies showing products which in many cases came fresh from the laboratory or from a brand new production line.

Most products shown were of special interest to manufacturers and industrial users of electronic products but a number of important new developments were shown for broadcasters and telecasters.

RCA took the top show spot by renting the space immediately in front of the entrance. There it set up TV cameras to snap visitors as they came in. The visitors could see their own images on a telescreen.

**Dynamic Demonstrators**

RCA also showed its dynamic demonstrator, with John Meagher of RCA tube department, who invented it, on hand to show how it works. The demonstrator is in effect a blue-print of a television set, with the actual parts inserted in the blue print. It is possible to remove parts of the demonstrator and witness what happens to the image on the screen as a result. By use of the demonstrator, RCA hopes to train service men in trouble shooting.

RCA also set up what it claimed to be one of the shortest working microwave relays—two parabolic reflections 25 feet apart and feeding signals back and forth.

Westinghouse showed its dry metallic selenium rectifier for the first time. The result of 10 years of development, it was said to be more economic than tube jobs and more efficient. Westinghouse also had a big drawing card at the show—but New York authorities clamped down on it. It was a one-arm bandit type slot machine which visitors were permitted to play with a single coin given by Westinghouse. Any visitor who could run the single coin up to ten got a chance at a television set. A law against slot machines *per se* was cited as ruling out this amusement after the first day.

An automatic antenna positioning device, claimed to be the first such for television, was shown by Eclipse-Pioneer Division of Bendix Aviation Corp. By the new device, it was claimed, a program engineer need only push a button to beam the antenna to a new pick-up point, thus facilitating remote pick-ups.

**Eitel-McCullough Exhibit**

Also shown for the first time was the 14 tube UHF amplifier stage made by Eitel-McCullough, San Bruno, Calif. Donald H. Priest, company engineer who delivered a paper on the subject, said that there could be no high-band television without it. It is a means of economically joining small tubes together to produce high power, with each tube delivering its full power into the load. He said the power itself is limited only by the number of tubes used and that the number of tubes could be increased.

Another new development shown was a quarter-scale model of Gray Research & Development Co.'s telop. This is a television optical slide projector for use with TV film cameras. Using it, newsphotos, weather reports, clock faces or even small objects such as cigaret lighters can be flashed on screens. Gray also showed its arm for microgroove LP records.

Altec-Lansing Labs of Hollywood showed its small microphone which is about the size of four dimes placed on top of one another and which weighs less than a quarter of an ounce.

DuMont Television Labs showed its flying spot scanner, the three first units of which have been built. It also showed for the first time its 16mm film projector, which is built by Holmes Projector Co.

Transvision Inc., New Rochelle, N. Y., showed two home assembly television kits. A. L. Porter, company engineer, said 57,000 sets are in service throughout the country. Astatic Corp., Conneaut, Ohio, showed multi-speed pickups for arms which can play at 33, 45, and 78 r.p.m. Also shown were miniature plug-in cartridges. Rek-O-Kut Co., Long Island City, showed players for home or studio use available in combinations of any two desired speeds and retailing at $39.95.

Drawn for BROADCASTING by Sid Hix

*"Our featured speaker is leaving. She says that two of the delegates are wearing dresses just like hers."*

# IRE AWARDS

## Dr. Bown Receives Medal of Honor

DR. RALPH BOWN, director of research for Bell Telephone Labs, Murray Hill, N. J., was presented the medal of honor for 1949 by the Institute of Radio Engineers at its annual banquet Wednesday.

A former president of the Institute (1927), Dr. Bown was given the award for "his extensive contributions to the field of radio and for his leadership in Institute affairs."

Dr. Claude E. Shannon, another Bell Telephone Labs engineer, was awarded the Morris Liebmann Memorial Prize for 1949 "for his original and important contributions to the theory of the transmission of information in the presence of noise."

R. V. Pound, a junior fellow of the Society of Fellows at Harvard University, was given the Browder J. Thompson Memorial Award for 1949 for his work on "Frequency Stabilization of Microwave Oscillators."

Given Fellow Awards for 1949 were:

AFFEL, H. A., Bell Telephone Labs., for his contributions to the communications art, and his guidance of important developments in carrier systems for multiplex telephone and television transmission.

BLACK, K. C., Aircraft Radio Corp., for his outstanding wartime work on radio countermeasures and his many contributions to the design of coaxial-cable transmission systems.

BROWN, J. E., Zenith Radio Corp., for his contributions in the field of broadcast receiver design.

BRUNETTI, CLEDO, Stanford U., in recognition of his pioneering work on printed circuits.

CARLSON, W. L., RCA, in recognition of his contributions over many years to the development of radio receivers and their components.

CARTER, P. S., RCA, for his many contributions in the fields of radio transmission and communication systems.

d'HUMY, F. E., Western Union Telegraph Co., in recognition of his long service in the communications field and for pioneering in the application of radio relays to telegraph message service.

DYER, JOHN N., Airborne Instruments Lab, for administrative and technical contributions to radio, including polar-expedition communications and important wartime radio countermeasures.

GEBHARD, L. A., Naval Research Lab, for his pioneering work in the military application of radio.

GOLDSMITH, JR., T. T., Allen B. DuMont Labs, for his contributions in the development of cathode-ray instrumentation and in the field of television.

GROVER, F. W., Union College, for his long activities and contributions in the field of electrical units and measurements, and for his publications.

GUILLEMIN, E. A., Massachusetts Institute of Technology, for outstanding work in the field of electric circuit analysis and synthesis, and for his inspired leadership as a teacher.

GUNN, ROSS, U. S. Weather Bureau, for his long service and many technical contributions in the radio and electronics fields.

HAEFF, A. V., Naval Research Lab for his contributions to ultra-high frequency radio tubes and electronics.

HOLMES, L. C., Stromberg-Carlson Co., for his contributions to theory and practice in the field of magnetic recording.

JOHNSON, J. KELLEY, consulting engineer, New York, in recognition of his leadership in the design and manufacture of radio broadcast receivers.

KANTEBET, S. R., Gov't. of India Overseas Communications Service, for his services as an educator, engineer and administrator in the fields of radio and cable communication in India.

LODGE, WILLIAM B., CBS, for his many contributions to broadcast engineering and in particular for his work in the field of frequency allocations.

MACKINNON, K. A., consulting engineer, Ottawa, Canada, for his technical contributions in Canada to the theory and design of transmitting antennas and the development of a coverage plan for a national network.

OLSON, H. F., RCA, for his outstanding developments and publications in the fields of acoustics and underwater sound.

O'NEILL, GEORGE D., Sylvania Electric Products, for his work in electron-tube theory and design.

PAYNE, L. S., Canadian Marconi Co., for his contributions in Canada to the field of international communications.

PRICE, L. M., Radio Valve Co. of Canada, for his contributions to the development, production, and application of electron tubes in Canada.

REICH, H. J., Yale U., for his contributions as a teacher and author in the radio and electronics fields.

REID, JOHN D., Crosley Div. of Avco Corp., for his developments in radio-frequency circuits.

SPANGENBERG, KARL, Stanford U., for his many technical contributions, particularly his analytical work on vacuum tubes.

STERLING, GEORGE E., FCC, in recognition of his long public service in the radio communication field and, in particular, for the organization and operation of radio wartime intelligence activities, which were of significant importance.

STRONG, C. E., Standard Telephones & Cables, London, for his pioneering work in the radio equipment design and development field, particularly broadcasting transmitters, both medium and high-frequency, and his many wartime contributions in England.

TANK, FRANZ, Institut fur Hochfrequenz Technik, Zurich, for his contributions to the field of radio education in Switzerland, and his accomplishments in ultra-short-wave communications.

TUTTLE, W. NORRIS, General Radio Co., for his application of sound theoretical principles to the design of commercial measuring equipment.

WEIR, I. R., General Electric Co., for his pioneering work in the development and application of transmitting equipment for higher frequencies and higher power.

# TV WON'T KILL AM

## CBS' Stanton Tells IRE

TELEVISION is almost certainly destined to become the greatest mass medium of our time but it will not kill off radio, Dr. Frank Stanton, president of CBS, said Wednesday evening at the 37th anniversary banquet at the Institute of Radio Engineers in the Commodore Hotel, New York.

He emphasized that television is not just a miniature of the radio industry "or anything else that has gone before."

"It is a lusty baby—giant of a different family," he said.

But its enormous influence and expansion will not cause it to swallow up other media, he emphasized.

### To Each His Own

"It is a matter of record that no mass medium once developed, has ever disappeared," he argued. "Each has its own mass appeal, its own availabilities, its own use. And there are far too many millions of Americans, with too many different tastes and desires and moods at different times of the day, for any one medium to serve them all.

"When radio first flourished," he further explained, "many people felt it would do away with—or seriously hurt—newspapers and magazines, movies and phonograph records. Quite the contrary happened. All have grown since the advent of radio, as the wealth and population and leisure time of the nation have grown. And I see no good reason for thinking the advent of television will fundamentally change this."

Mr. Stanton's speech was the climax of a four-day series of meetings in which more than 170 papers were read, most on a high engineering level, on the latest developments in communications and electronics. Television was in the spotlight during many of the meetings.

Not far from the convention headquarters in the Commodore, was the IRE's radio engineering show at Grand Central Palace where more than seven million dollars worth of equipment was on display (see story, page 26). There too, television was highlighted.

The CBS president stressed the importance of television on the American economy. He said it has come forward "at a time when we need it most to maintain and help expand our giant economy." He predicted it would have a significant effect on lowering the cost of distribution in the United States.

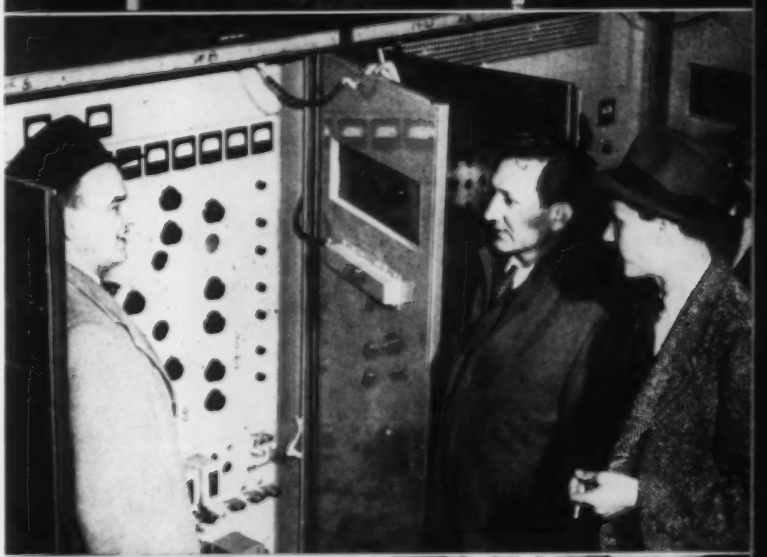
* * *

FRANK STANTON (l), CBS president, and Raymond F. Guy, toastmaster.

**TOP photo—Television will be used in all-weather flying, Institute of Radio Engineers was told Tuesday in New York by Delos W. Rentzel (center), administrator of Civil Aeronautics. With him are H. R. Skifter (l), president of Airborne Instruments Lab, Mineola, L. I., and Stuart Bailey (r) of Jansky & Bailey, Washington, new IRE president.**

**Middle photo—Details of GE 10 kw television transmitter installed at WOR-TV New York are explained to IRE visitors. L to r: A. F. Wild, GE product manager for television equipment; Gene Rider, chief engineer of WQAM Miami, and Al Chismark, chief engineer of WTRY Troy, N. Y.**

**Bottom photo—Object of curiosity at IRE exhibits in Grand Central Palace, New York, is this mobile unit of WDTV (TV) Pittsburgh, used in remotes from the Palace over DuMont stations. Atop the unit is Herbert E. Taylor, manager of the DuMont Lab transmitter division. At lower left is Herbert E. Blumberg, manager of the DuMont central division, while at his right is Dr. Thomas T. Goldsmith Jr., DuMont chief of research.**



### Video Unique

Developing this point, he declared video is unique among mass advertising media in its ability to demonstrate goods in the home. It is thus more than merely an advertising medium—it is a selling medium, making it easier for the customer to shop than ever before. It therefore will create new wants, increased consumption and "have an important, positive influence on our economy," he said.

In explaining the requirements of a mass medium, Mr. Stanton laid down four basic characteristics: Broad appeal, speed, availability, and low unit cost.

Criticism of radio, which television is certain to suffer similarly, has grown from lack of understanding of the nature and audience of a mass medium and of what broad appeal means in America, he said.

### Cause of Criticism

People of "high culture" often tune in programs designed not for them but for the millions and immediately become critical because such a program represents in a sense an invasion of their homes, he said. He indicated that radio's effort to appeal to people of different tastes has thus created the furor in radio programming. This, too, will happen in television, he said.

In closing, he urged the engineers to turn their attention increasingly toward developments in television which have immediate social utility.

"Lower cost, higher quality, broader coverage—more television for more people (lower priced receivers and more channels)—these are immediate technical problems which, when solved, will advance

*(Continued on page 59)*

# 'DELLA PARK'

## Spots Push Merchants' Drive

IN THE files of the Roizen Advertising agency of Buffalo, N. Y., is a letter from Dave Bermant, president of the Delaware Park Shopping Centre Inc.—the city's largest community shopping mart. Mr. Bermant wrote in part: ". . . And now that your final bill has been rendered and paid for, let me say that we think you did far more than what you were paid for!"

Shopping centers drawing on top-notch advertising budgets—say, $10,000—were as scarce as flying elephants when Mr. Bermant, the landlord, proposed a cooperative program to 19 merchants, his tenants, and offered to subsidize opening promotional efforts up to 33%. The merchants voted unanimously to accept the proposal and engaged the Roizen agency to outline a program, coordinate merchandising efforts of stores on a city-wide basis, and schedule media.

That was the unusual beginning of one of radio's newest success stories which materialized during the campaign. Radio's expenditures were hardly commensurate with its effectiveness.

For out of a total advertising budget of $10,000 set aside, only $750 was spent on radio advertising, which included one-minute spots. In addition, two-minute TV commercials were used for two weeks, at a cost of $350. Expenditures on newspaper advertising were more than three times as great as that of other media.

In the end, however, it was radio that provided so much for so little—a conclusion reached by the Roizen agency after completing its survey of Delaware Park one month after the opening.

"The results . . . demonstrate what can be done with radio on a small budget when spots are carefully selected, and the agency works in close cooperation with radio stations in the programming of 'on-the-spot' broadcasts," Arthur Rich of Roizen told BROADCASTING.

### Spots Remembered

The agency survey noted that the one-minute spots were heard and remembered by 34% of the people contacted, and were a vital factor in influencing them to shop at the Centre for the first time. Many of them voluntarily quoted parts of the commercials. "On-the-spot" broadcasts were remembered by 24% of the shoppers interviewed.

The announcements were built around a cartoon character, "Della Park," given life and breath through the ingenuity of Manus Roizen, the agency's president. (Mr. Roizen explained that the flesh-and-blood "Della" would circulate among the Centre's patrons during opening week, rewarding each shopper who recognized her with a new dollar bill.) Even before "Della" became a reality, the agency had devised the commercial "Here comes Della Park (wolf whistle). She's got everything!"

Sample script:

Announcer A—Yes sir! She's got buttons and bows—and bonbons and bank accounts!
Announcer B—Cameras and couches—cranberries and can-openers!
Announcer A—Yes, much more! And where?
Announcer B—At the Centre.
Announcer A—What Centre?
Announcer B—Why, the centre of attraction for Buffalo's thrifty shoppers!
Announcer A—Yes, it's the Delaware Park Shopping Centre.

And then listeners heard the catchy followup:

And Mathew Keane makes you dapper dan
A dress from Schneider is very smart
Filters and film at the Camera Mart
The Park Edge offers the finest wine
The Spot's a restaurant where you dine!

The announcements were transcribed by two announcers who have worked with Roizen agency for some time in developing a rhythmic style. All 19 of the Centre's merchants were included in the announcements, each given a short plug. They were aired on WBEN WGR WEBR WKBW WBNY (all Buffalo) and on WXRA Kenmore.

At the time of the promotion Buffalo had few TV sets in use, so television was chosen as one which would contact a high-income group who lived in areas adjacent to the Centre. The announcements were part live, part filmed.

"On-the-spot" broadcasts were carried by WBEN and WEBR on the day of the opening. WBEN aired opening ceremonies for 15 minutes in the morning, parking its microphone on a wooden platform in the center of the mart's huge parking lot. A public address system piped the words of Mr. Bermant and others to the throng.

That afternoon WEBR's mobile unit cruised downtown streets, announcing to listeners it was heading for "Della Park." Enroute to the Centre, its motorized radio studio played recorded music while extolling the virtues of the mart. At the Centre, an announcer equipped with a walkie-talkie entered stores to interview shoppers.

The promotion campaign was so successful that, during the first few weeks, crowds overtaxed the Centre's 450-car parking facilities. Designed originally to service only its own community, the shopping mart soon found itself drawing from every section of Buffalo and even surrounding towns. Merchants reported inquiries from up to a hundred miles distance.

The Centre's merchants have been huddling with members of the Roizen agency with a view to preparing an advertising program which will continue throughout the year. Radio can be expected to play its usual effective part.

* * *

*Two shoppers are rewarded with new dollar bills for recognizing "Della Park."*

## Salesuccess

*(One of a Series)*

# T. D'A. BROPHY

### Named K&E Board Chairman

THOMAS D'ARCY BROPHY, president of Kenyon & Eckhardt, New York, since 1937, was elected chairman of the board of the agency last week, and Dwight Mills, executive vice president of the firm since 1942 was elected president.

Mr. Brophy first joined the agency in 1931, as a vice president. In 1937 he was named K&E president. Prior to his association with the firm he was vice president of Revere Copper & Brass, and before that sales promotion director and vice president of the Anaconda Sales Co. Mr. Brophy is an active member of the Advertising Council and is chairman of the board of directors of the AAAA.

Mr. Mills went to K&E in 1934 and one year later was named vice president. In 1942 he was elected executive vice president. Before 1934 he was with McGraw Hill Publishing Co. as advertising manager and later business manager of *Business Week*.

# BASEBALL FEES

### Wire Service Rate Fixed

FIXING the fee at $2 per additional station per game, new schedules permitting subscribers to furnish Western Union's direct-wire baseball play-by-play service to other stations were announced last week [CLOSED CIRCUIT, March 7].

The tariffs, on file with FCC, heretofore have prevented broadcast of this material by any but subscribing stations, although Western Union said it was informed that "certain" subscribers violated this provision during the 1948 season.

The new schedules will become effective April 18, start of the baseball season, unless set aside by FCC. Protests may be filed with the Commission until April 8. Complaints are expected in view of opposition which has developed among a number of broadcasters.

FCC, announcing submission of the proposed changes last Wednesday, said they were discussed in advance at a FCC-Western Union conference which resulted after the Commission received several queries from broadcasters.

Western Union said it adopted the $2 rate after discussions with NAB officials also.

The $2 per station per game does not affect the base rate presently charged to original subscribers.

The changes also provide for a new service which will make available at the end of each game a summary of the plays in each inning. The basic charge for this service would be $7.50 per game, with a fee of $1 per game for each additional station using it.

# HEADS THESAURUS

### Barnes Succeeding Mercer

WADE BARNES, Southwest representative of NBC's radio-recording division for three years, has been named manager of Thesaurus and Syndicated Sales, Donald I. Mercer, division director, announced last week.

Mr. Barnes succeeds Mr. Mercer, who was recently appointed to the director's post. Mr. Barnes began his radio career as announcer-musician at WHBC Canton, Ohio, in 1937, and has been with WTAM Cleveland, WCAU Philadelphia and World Broadcasting System. He joined NBC in 1944.

# REORGANIZED FCC

## *Efficiency Changes Sought by Hoover Group*

FCC WOULD REMAIN an independent agency but would reorganize its functions for greater efficiency, under recommendations prepared for submission to Congress by the Hoover commission last Saturday.

The report, covering the Government's nine independent regulatory commissions, did not deal with the FCC or the other agencies singly, but made its recommendations for the most part applicable to all.

These included, with respect to each agency:

- All administrative responsibility should be vested in the commission chairman, who should also have the services of an executive director.
- Applicable laws should be relaxed to permit commissions to delegate "routine, preliminary and less important work to members of their staffs under their supervision."
- Salaries of all commissioners should be "substantially" raised and those of staff members should be "increased" in order to attract persons of high calibre.
- Commissioners of the FCC, Securities & Exchange Commission, and Federal Power Commission should be removable from office only for cause and not at the pleasure of the President. (There were three dissents to this recommendation, which was designed to put all nine agencies on the same footing with respect to removals).
- Upon expiration of his term a commissioner should continue in office until his successor has been appointed and qualified, subject to the general statutes on holdover appointments (two dissents).
- The Office of the Budget should draft plans to improve and thereby reduce the cost of disposing of business before administrative agencies.

The deficiencies noted and cures prescribed by the governmental reorganization group bore a close resemblance to those of its task force on FCC [BROADCASTING, March 7]. Although it did not incorporate the detail of the task-force report, the Hoover group did ask Congress and the commissions concerned to "give thorough study and consideration" to task-force proposals.

### Deficiencies Found

The task-force report on FCC had found serious weaknesses in performance and deficiencies in planning and policy-making. It charged FCC had repeatedly departed from stated policies and had failed to tap the resources of its staff. FCC, the task force said, should launch a short-range planning program to break its log-jam, and should decide for itself whether to institute a panel system.

In its own report, the Hoover commission found that unnecessary red tape has crept into the various commissions' procedure, causing "useless delay and expense," and that coordination between commissions and the general program of executive departments is often "loose and casual and sometimes nonexistent."

The bad performance of purely executive duties has sometimes resulted from imposition of these duties on the commissions rather than on a single administrative official, the group concluded, adding that these duties have interfered with strictly regulatory functions.

The Commission felt promotional and planning functions had been neglected as the result of the heavy regulatory work load at the top level.

"This commission," the report said, "believes that the independent regulatory commissions have a proper place in the machinery of our Government, a place very like that originally conceived, but that the role of these commissions as originally established has not been adequately filled."

Sub-standard appointments had resulted, the report said, due to "the inadequate salaries offered, or the failure of the Executive to appreciate the importance of the positions."

### Absence Pointed Out

A lack of responsibility for planning and guiding the general program of commission activity has resulted from the chairman's absence while performing other duties, according to the report.

Appointment of an executive director, responsible to the commis-

*(Continued on page 57)*

**ORIGINAL MIKE used by Herbert Hoover on KDKA Pittsburgh Jan. 15, 1921, his first broadcast, was presented to the ex-President by Walter Evans, president of Westinghouse Radio Stations Inc., at Radio Executives Club luncheon in New York. L to r: Mr. Evans; Mr. Hoover; Wayne Coy, FCC chairman.**

## HERBERT HOOVER

### Addresses New York's REC

FORMER PRESIDENT Herbert Hoover, who as Secretary of Commerce was responsible for the basic radio law of the country, addressed the Radio Executives Club of New York last week.

Mr. Hoover, who is chairman of the Commission on Reorganization of the Executive Branch of the Government, told several anecdotes concerning the early days of radio regulation and spoke briefly about the work of his commission.

Asked why the FCC was not mentioned by name in the Independent Regulatory Commissioners report issued this week he said that the Commission is a regulatory body and such elements of government are not the primary domain of his group which is specifically concerned with executive branches. The Hoover group made only general recommendations and observations about judicial, legislative and regulatory elements, he said.

# FCC TRAVEL

## *Legislators Ask Accounting*

A HOUSE Appropriations Subcommittee last week called upon FCC commissioners and attorneys to give a financial accounting of all out-of-town trips they have made—whether for private or Governmental reasons—during all work-weeks since last July.

The Commissioners and lawyers were instructed to show, in each case, the names of the place and person or persons visited; object of the visit; whether it was a private trip or made on Commission business; and the source and amount of compensation other than that from the Government but including compensation for speeches or other services performed.

The request was made Monday during FCC's appearance before the House Appropriations Committee on Independent Offices for testimony in support of the $6,634,000 appropriation proposed for the Commission for 1949-50.

Although officials were silent on details of the closed hearing, FCC authorities reportedly were nonplussed by the committee's singling out the Commissioners and lawyers—who, they contend, are by no means the most traveled employes of the Commission. The request was circulated among the legal staff, nevertheless, with an eye to submission of the data within a few days.

The request covers all trips, both within and outside the U. S., which were made between Mondays and Fridays since the start of the current fiscal year last July 1.

### 'Firm' Reception

The Commission was understood to have been given a "firm" reception with penetrating but generally not overly critical questions from the committee members.

A considerable volume of additional information was requested, but for the most part FCC sources did not appear to regard these requests as unreasonable. To a great extent this additional information involves statistical compilations going back to about 1940, of the type the committee has been requesting of other agencies.

Much of the questioning, it was understood, related to FCC's workload and the length of time between filing of applications and Commission action on them.

In this connection the Appropriations Committee has one of its staff investigators examining the Commission's backlog and its processing procedures in hope that some means of expediting action may be found [CLOSED CIRCUIT, Feb. 21]. It is uncertain, however, that he will be able to complete his study in time for the committee to formulate recommendations concurrently with its deliberations on the Commission budget.

### Coy Takes Lead

FCC Chairman Wayne Coy took the lead in the Commission's presentation at the hearing, which consumed most of the day. He was assisted by four of his colleagues (Comrs. Paul A. Walker and George E. Sterling were out of the country on FCC business) and of top staff executives. A number of other members of the staff also were available to provide detailed background as needed.

All five members of the appropriations subcommittee were pres-

*(Continued on page 56)*

# AD COUNCIL

## Mortimer Again Chairman; Others Elected

CHARLES G. MORTIMER Jr., vice president of General Foods Corp., was reelected chairman of the Advertising Council at last Thursday's meeting of the board of directors.

Elected vice chairmen were: Lee H. Bristol, president, Bristol-Myers Co.; Leo Burnett, president, Leo Burnett Co.; and Albert E. Winger, president, Crowell-Collier Publishing Co.

New executive committee chairman is Louis N. Brockway, executive vice president of Young & Rubicam.

Forty directors, representing the six constituent organizations, comprise the new board and include new members Robert D. Holbrook, president, Compton Advertising, and Niles Trammell, NBC president.

These directors elected nine directors-at-large including three past chairmen, Chester J. La Roche, president of C. J. La Roche & Co.; Harold B. Thomas, and James W. Young, senior consultant, J. Walter Thompson Co., as well as Mason Britton, president, Metal Cutting Tool Institute; Gardner Cowles, president and editor, *Look* magazine; Roy E. Larsen, president, Time Inc., and John C. Sterling, chairman of the board, United Newspaper Magazine Corp.

Paul B. West, president, Assn. of National Advertisers, was reelected secretary. Frederic R. Gamble, president, American Assn. of Advertising Agencies, was reelected treasurer.

Theodore S. Repplier was reelected president. He served as executive director of the council from 1943 to 1946 when he became president.

Vice presidents reelected at the meeting were Allan M. Wilson and George P. Ludlam of the council staff.

Mr. MORTIMER

William Reydel, partner, Newell-Emmett Co., was named chairman of the campaign's review committee.

Fairfax M. Cone, chairman of the board, Foote, Cone & Belding, was made chairman of the council promotion committee.

**Peabody Named**

Stuart Peabody, assistant vice president, the Borden Co., will serve as new chairman of the radio and television allocations committee.

James W. Young, senior consultant, J. Walter Thompson Co., continues as chairman of the policy planning committee.

Kerwin H. Fulton, president, Outdoor Advertising Inc., is chairman of the nominating committee.

Members of the board of directors representing radio are: Frank Stanton, CBS president; Niles Trammell, NBC president; Mark Woods, ABC president; A. D. Willard Jr., executive vice president, NAB, and Paul Morency, general manager, WTIC Hartford.

# NAB STRUCTURE

## To Be Discussed March 17

PLANS for reorganization of the NAB operating setup to meet needs of industry progress will be discussed March 17 by the board's Committee to Consider the Structure of the NAB.

Chairman of the committee, which will meet at Washington headquarters, is Clair R. McCollough, WGAL Lancaster, Pa. Appointment of the committee was ordered by NAB's board last November. The committee made a preliminary report at the board's New Orleans meeting, stating that the project required extensive study.

Among ideas proposed is appointment of three vice presidents to handle AM, FM and TV activities within the association.

Members of the committee include Paul W. Morency, WTIC Hartford; John F. Meagher, KYSM Mankato, Minn.; H. W. Slavick, WMC Memphis; Everett L. Dillard, KOZY Kansas City. Campbell Arnoux, WTAR Norfolk, was added to the membership at the New Orleans board meeting.

# February Box Score

STATUS of broadcast station authorizations and applications at FCC as of Feb. 28 follows:

| | AM | FM | TV |
|---|---|---|---|
| Total authorized | 2,140 | 949 | 122 |
| Total on the air | 1,936 | 714* | 55 |
| Licensed (All on air) | 1,898 | 269 | 7 |
| Construction permits | 242 | 650 | 115 |
| Conditional grants | | 30 | |
| Total applications pending | 1,344 | 443 | 379 |
| Requests for new stations | 454 | 110 | 319 |
| Requests to change existing facilities | 310 | 12 | 16 |
| Deletion of licensed stations in February | 1 | | |
| Deletion of construction permits | 2 | 9 | 1† |
| Deletion of conditional grants | | 1 | |

* Includes 11 conditional grants and 434 construction permits.
† WAGE-TV Syracuse, N. Y., deleted effective Feb. 16.

# NEWS POLICY

## Mrs. Roosevelt Hits Bias

MRS. ELEANOR ROOSEVELT said in an ABC broadcast last Thursday that "when it comes to having a policy on a radio station of slanting news against racial or religious groups, that seems to me a serious matter." Such a policy, she said, plays "into the hands of the Communists and [gives] them a basis for attacks upon the U. S."

Mrs. Roosevelt's family was one of the targets against which G. A. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, is alleged to have ordered news-slanting on KMPC. The allegations, made by the Radio News Club of Hollywood, are slated for FCC investigation in a hearing to start in Los Angeles March 23.

In her broadcast the widow of President Roosevelt also said: "The radio in our country is not government owned. But it seems to me that when a government had undertaken certain international obligations, the owners of radio stations must carefully consider when they go against these government policies."

Meanwhile, FCC General Counsel Bendict P. Cottone and two assistants arrived in Los Angeles some 10 days ago to complete preparations for the start of the Commission's hearing, which is to be conducted by FCC Comr. E. M. Webster. Mr. Cottone's assistants are Thomas H. Donahue and John D. Edgerton, FCC attorneys.

# AREA HOOPERS

## Ordered by WGY, KVOO

W G Y Schenectady and K V O O Tulsa have ordered area coverage index reports from C. E. Hooper Inc. The WGY survey will cover 28 counties in Massachusetts, New York and Vermont; the KVOO survey 41 counties in Arkansas, Kansas and Oklahoma. These reports will include a new feature, a separate tabulation of "early morning" and "late evening" "percent of mentions."

The WGY and KVOO reports will be released in approximately 90 days, shortly after the report of the 94-county survey for WJR Detroit. Other large area coverage studies made by Hooper since this service was inaugurated include a 65-county study for WOAI San Antonio, a 69-county study for KSL Salt Lake City and a 116-county study for WHO Des Moines. Combined claimed areas for all stations for whom such reports were or are being produced total 677 counties, according to Hooper.

## Charles M. Kaplan

CHARLES M. KAPLAN, 75, an account executive of WIP Philadelphia for the last ten years, died on March 8. He is survived by his wife, Helen, and two daughters, Mrs. Isaac D. Levy, wife of the retiring vice president general counsel of WCAU Philadelphia, and Mrs. Daniel Reichman of New York.

# AWB MEET

## Chicago Sessions Open

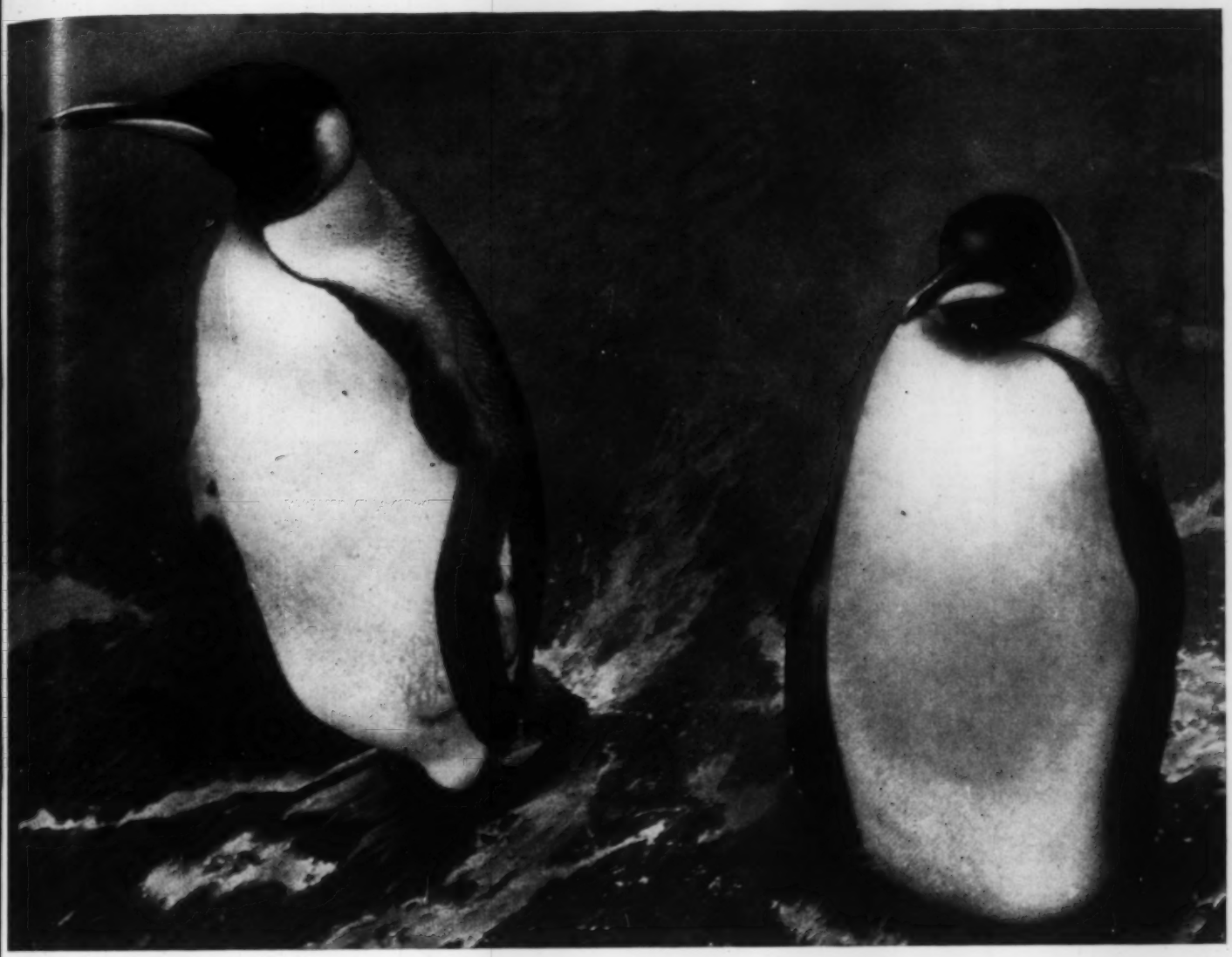
RADIO can do a better selling job than video in many instances, because too often TV action takes precedence over the commercial or idea, George Jennings, president of the Assn. for Education by Radio and director of the Chicago Public Schools Radio Council and WBEZ (FM) Chicago, said Saturday. Speaking at the sixth annual convention of the Assn. of Women Broadcasters in Chicago's Drake Hotel, Mr. Jennings called on the women to "hold and get back an audience which is slipping away" because "we have refused to listen to the plaints and complaints of our ultimate consumer, the listener."

"In radio," said Mr. Jennings, "we become an active participant in what we hear, and therefore personally involved." In TV "we are always on the outside."

He suggested that listeners can be regained if broadcasters get to know distinctive features of their communities, if they program educational shows which can be adapted to sponsorship, and if they keep public service broadcasts "in that realm and beyond axe-grinding."

First day's business session was opened by Ruth Crane, WMAL Washington, president, who introduced officers and district chairmen. Committee chairmen who gave reports were Meg Zahrt, WAKR Akron, broadcast advertising; Hazel Markel, WTOP Washington, education; Eleanor Hanson, WHK Cleveland, public relations;

*(Continued on page 61)*



# Stuffed Shirts

Don't these big penguins look like a couple of stuffed shirts? But their looks are deceiving. Actually, they are very simple birds, friendly and democratic by nature.

We don't like stuffed shirts at W·I·T·H. We're too down-to-earth for that sort of thing. We like to sell our station on the basis of the simple facts in the case.

And here's the most important fact for time buyers about Baltimore: the biggest bargain in town is W·I·T·H. Producing low-cost sales is the specialty of W·I·T·H. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So if you want to hear all about the BIG independent with the BIG audience, call in your Headley-Reed man and get the W·I·T·H story today.

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

*A Service of Broadcasting Newsweekly*

TELECASTING

MARCH 14, 1949

# CHICAGO CONFERENCE

## Hollywood 'Visual' Home—Roach

By BILL THOMPSON

HOLLYWOOD will continue to be the home of all visual entertainment—including television—Hal Roach, president of the Television Producers Assn., asserted Wednesday at the closing luncheon of a national TV conference at Chicago's Palmer House.

In his address, which climaxed the three-day meeting sponsored by the Chicago Television Council, Mr. Roach declared that Hollywood has a backlog of specialists who can produce TV films at a volume which cuts costs, making visual entertainment "better and cheaper."

Experienced actors will shy away from live TV because of low wages, long rehearsal hours, and lack of protection of their looks, he said.

Live action TV cannot now achieve a third dimension, in his opinion, because lighting values change with a switch in lenses and no cutting or resuming of action is possible.

### Labor Costs

Mr. Roach believes TV labor costs will "undoubtedly go up," as standards have not been set, whereas movie technicians working on TV films are earning high wages which may come down when basic rates are determined.

Movie industry machinery is set up to deal with 63 locals and guilds, he said, all of which "will have to be in television ultimately."

This first national TV conference of the council attracted 300 persons representing all phases of the industry nationally. Fifty video authorities discussed all elements of the medium.

Among those featured were Humboldt Greig, assistant to the director, DuMont; Jack Van Volkenburg, CBS vice president in charge of TV; Paul Mowrey, ABC national video director; I. E. Showerman, NBC Central Division vice president; Frank Schreiber, general manager, WGN-TV Chicago; Walter Damm, general manager, WTMJ-TV Milwaukee; Jack Poppele, president, Television Broadcasters Assn.; E. Y. Flanigan, managing director, WSPD-TV Toledo; John Mitchell, manager, WBKB(TV) Chicago; Melvin L. Gold, president, National Television Film Council; Fred Kenkel, vice president and treasurer of C. E. Hooper Inc.; A. C. Nielsen, president of his own marketing research firm; Dr. Sidney Roslow, president, Pulse Inc.; Leo Burnett, president of the agency bearing his name; Carl Haverlin, president, Broadcast Music Inc.; Don McClure, TV director, N. W. Ayer & Son.

Speaking at the Tuesday luncheon, Hugh E. Davis, executive vice president of Foote, Cone & Belding, defined the impact of TV as revolutionary. Comparing the pentration of AM with "the money-sucking, Hydra-headed infant," Mr. Davis said telecasters will profit from local advertisers who have never used AM.

He suggested that agencies ask advertisers to pay a fee above commission because of extra production costs, that package shows be bought and that original agency ideas be carried out by packagers. The advertiser "will be the direct benefactor from TV," he added.

Mr. Poppele, president of TBA, denied that receivers will become obsolete by a partial shift to higher bands. His conjecture: "The FCC might withdraw VHF channels from small communities with no stations on the air," turn these over to larger metropolitan areas, and give UHF bands to the small areas. Dual-band sets would then be produced.

He sees among other prospects: nation-wide TV within five to six years; 1,000 TV stations operating by 1955, 400 by 1953; coverage among 95% of the population by 1956—interchange of programs with Mexico and Canada, and, within "a generation or two" possible international exchange.

### 'Real' Profits Expected

Mr. Showerman, introduced by Council President James L. Stirton at the opening-day luncheon Monday, pointed out that "television is here, the people like it, and no good advertising medium ever destroyed another one." After the break-even point, profits will be "real and earnest."

Video is a "slender shadow of what it will be tomorrow," in the opinion of Mr. Van Volkenburg, who said the "sell" is in the home, where the buying impulse is born. "TV is the only business known to an American salesman where he can't lie fast enough to keep up with the truth."

Mr. Greig of DuMont refuted the concept that video is an advertising medium, asserting it is a sales medium. He also termed fallacious the theory that AM will remain supreme in the daytime. "TV daytime shows will have the same pull as established AM network programs, at less cost because of minimized rehearsals." The easiest way to begin making profits is to combine day and night operations, he added.

Mr. Mowrey predicted a heavier concentration on facilities at network origination points and more audience participation and dramatic shows. "Saturday night will become the big TV night, and this will bring motion picture pressure to a head. Movie interests will move more heavily into TV," he said.

Four suggestions were made by Mr. Burnett to agencies trying to foster and maintain client video interest:

"(1) Expose and saturate key executives to the medium, putting sets in their homes;

"(2) See that executives in clients' firms have home receivers;

*(Continued on page 52)*

* * *

**FEATURED speaker at the Chicago Television Council's national TV conference in Chicago last Monday, J. L. Van Volkenburg (r), CBS vice president in charge of television, was a luncheon partner of James L. Stirton, council president and general manager of ABC's Central Division. Mr. Van Volkenburg spoke with other network officials at the opening luncheon of the three-day session at Chicago's Palmer House.**

## NIELSEN STUDY

### Of Viewing Habits Out

FACTS on national viewing habits were released for the first time last week by A. C. Nielsen, president of the Chicago marketing research firm, at the national TV conference of the Chicago Television Council.

In a national viewing report for August through December, results of which had not been made public, Mr. Nielsen revealed that TV absorbed 56% of all day and night listening, with between 22 and 33% days and 77 and 82% nights. Average daily listening for December was 3.11 hours on AM, and 3.9 on TV. Average hours of viewing for each day of the week for the five months: Sunday, 3.78; Monday, 3.05; Tuesday, 2.86; Wednesday, 3.27; Thursday, 3.54; Friday, 3.25; Saturday, 3.29.

Nielsen Audimeters, which record viewing in the same manner as listening, are being installed in the New York area, Mr. Nielsen said.

# April 4 is Key-TV Day in Cincinnati

## WKRC-TV

***C B S Affiliate***
***Cincinnati's Key TV Station***

Operating on Channel 11, WKRC-TV starts regular commercial program schedule Monday, April 4. This schedule includes a complete variety of news, sports, children's shows and drama, in addition to CBS network shows which will be carried by Kinescope recording until completion of co-axial cable.

**EXCLUSIVE TELECASTING RIGHTS TO $3,000,000 CINCINNATI GARDEN**

WKRC-TV has exclusive telecasting rights to events held at the Cincinnati Garden, $3,000,000 sports arena recently completed. The largest financial television contract to be signed in this area gives exclusive sponsorship of these events to a Cincinnati firm.

**WKRC-TV**

TIMES-STAR BUILDING
CINCINNATI 2, OHIO

REPRESENTED BY THE KATZ AGENCY

**PITTSBURGH Brewing Co.'s across the board sponsorship of TV sports program on WDTV Pittsburgh was negotiated by client's agency, Smith, Taylor & Jenkins. Closing the deal are (l to r, seated) S. E. Cowell, president, brewing company, and Donald A. Stewart, WDTV general manager; (standing) T. J. MacWilliams, television director, and Bill Sutherland, sports announcer. Program is heard Monday through Friday at 7:45 p.m.**

## CABLE SETUP

### Change Affects One Show

ELIMINATION by the American Telephone and Telegraph Co. May 1 of the eastbound daytime (until 6 p.m.) channel for transmission of television programs over the East-Midwest coaxial cable will affect only one TV show, *These Are My Children*. The program, launched Jan. 31 on WNBQ (TV) Chicago and Feb. 14 on the NBC video network, was dropped Feb. 25. Reason for the cancellation, I. E. Showerman, NBC vice president in charge of the Central Division, said, was that "it would be too costly on a local basis."

The eastbound daytime circuit is to be turned around to make possible another westbound fulltime circuit, as requested by broadcasters, AT&T said. Cable setup after May 1 will be two westbound channels on 24-hour-a-day basis, one westbound channel after 6 p.m., and one eastbound channel after 6 p.m. Monday through Friday. This eastbound channel will be available at any time Saturday and Sunday to make possible sports broadcasts to the East.

## TV SET MAKERS

### Urged to Form Association

A CALL to all television set manufacturers to form an association devoted exclusively to problems of video set manufacture was sent out Wednesday by Michael L. Kaplan, president of Sightmaster Corp.

He invited TV receiver manufacturers to an organization meeting to be held March 21 at 3 p.m. at the Advertising Club, New York City. Presidents of all video manufacturing firms received the invitation. Wayne Coy, FCC chairman, also was invited.

## HOOPER DEVICE

### To Test TV Set Listening

INSTALLATION of an "electronic Hooperater" is now under way in New York by C. E. Hooper Inc., which hopes eventually to obtain from it much of its TV information on set listening.

The Hooper firm is now proceeding with a test installation of the equipment in up to 120 Manhattan TV homes, it was announced. By it, Hooper intends to supply a continuous comparative radio-TV use index to subscribers. By it, too, Hooper intends to cover non-telephone as well as telephone homes, it was said.

The equipment includes a device of the Hooper firm's own design, which is inserted in each receiving set in each home in its sample.

★

A leased wire is used to connect it with a central tabulation point. Ultimately, an electronic program identification recorder is to be used to tag the program with the channel transmitting it, but manual scanning devices are to be used temporarily, pending perfection of the electronic recorder.

C. E. Hooper, president of the company, also disclosed using wireless in TV audience measurement instead of leased wires. He said that the radio or wireless method was initially more expensive but holds promise of attendant economy in operation.

Mr. Hooper also emphasized that initial audience evidence obtained by the new means will supplement rather than substitute for the field data on television now being gathered for TV Hooperatings.

## LABOR BATTLE

### Still IATSE vs. NABET

IATSE is trying to drive NABET members from the television and broadcasting fields, according to a news bulletin released Wednesday in New York by the national office of the National Assn. of Broadcast Engineers and Technicians.

The release was part of the continuing war between the two unions over jurisdiction of technicians in the television field.

In it, NABET took the initiative, asserted its members were from training and experience better able to perform the functions required in television and further asserted it is IATSE which is attempting to force its way into telecasting, "a field that has been NABET's for years without dispute."

NABET said IATSE wanted to put the 40% of its members who are unemployed into television.

The NABET blast was largely an answer to statements made at a news conference of the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators [BROADCASTING, March 7].

In that conference, Mr. Walsh said that if the two unions did not settle their differences before April 30, when NABET's contracts with NBC and ABC terminate, IATSE would project itself into both those situations.

## Telepak Package

TELEPAK Inc., Beverly Hills, Calif., is planning to syndicate a weekly package of video films, including eight reels or about an hour and a quarter of air time to start, to non-competing TV stations throughout the country. WPIX (TV) New York signed the first provisional Telepak contract as the exclusive outlet in that city for the new service, to go into effect when similar contracts have been signed by at least 25 additional stations. Participating stations will be signed within 60 days, permitting production of the films to get under way.

## *BASEBALL*

### *Dayton Games on WLWD (TV)*

WLWD (TV) Dayton has contracted to telecast all home games of the Dayton Indians baseball team this season, John T. Murphy, station's general manager, has announced.

Price paid for the exclusive video coverage was not disclosed but was described by Mr. Murphy as "substantial." Seventy day and night games will be telecast, and the contract also covers any championship playoffs in which Dayton might participate at its home ball park, Hudson Field.

Mr. Murphy said WLWD engineers have virtually completed equipping a $100,000 mobile television unit which will be used to relay the games from the ball park. Pending completion of its studios this summer WLWD plans to carry many programs originating at WLWT (TV) Cincinnati. Both stations are owned by Crosley Broadcasting Corp.

WLWD may be able to start test programs by March 15, Mr. Murphy announced. Station will be on Channel 5 (76-82 mc).

## DALLAS TOWER

### Potter Permit Recommended

RECOMMENDATION for a special permit to Tom Potter, Dallas oil operator, to erect a television tower at a site on Harry Hines Blvd., on the outskirts of Dallas has been made by the Dallas City Plan Commission to the City Council.

Mr. Potter indicated in his application he plans to build a plant and offices for a station on Channel 8 (180-186 mc.) at the site. The tower would be 377 feet high, including antenna.

Several months ago, following stormy public hearings, the City Council denied Mr. Potter a permit to place the tower at a site in the Lakewood suburban district, east of the city.

## TV MISBELIEFS

### First Objective of TBA

DISPELLING the many misbeliefs about television was set as the first objective of the information research committee of Television Broadcasters Assn. at its organizational meeting Wednesday at TBA's New York headquarters.

Noting the many current rumors that television is ruining the eyesight of set-owners, that it is putting the motion picture industry out of business by keeping people at home and away from the movies, that it is similarly taking the readers away from publications and the listeners from radio, etc., the committee decided that its first job should be that of fact finding, its second the dissemination of the truth.

Paul Raibourn, Paramount pictures vice president, is chairman of the committee, whose initial meeting was also attended by: Robert Black, publicity director, WOR-TV New York; Don Giesy, manager, press department, DuMont TV Network; Don Kearney, Katz Agency; Maurice McMurray, director of TV subscriber relations, C. E. Hooper Inc.; Frank Young, public relations manager, WPIX (TV) New York.

## AUTO VIDEO

### State Prohibition Bills

LAWS to limit or restrict the installation of television sets in motor vehicles are now pending in 22 state legislatures. Maine is the only state to have passed such legislation. Its law prohibits the installation or operation of a video set which is located so as to distract the driver. A few of the states have several pieces of legislation pending which would impose different restrictions or penalties.

The states with anti-TV bills pending and the status of those bills are as follows:

Arizona, no action; California, three bills pending, no action on any; Connecticut, two bills, no action; Delaware, House committee reported favorably, reconsidered in Senate; Illinois, no action; Indiana, passed both houses. Massachusetts, no action; Maryland, passed House and Senate; Michigan, no action; Minnesota, no action; Missouri, no action; Montana, passed House, killed in Senate; Nebraska, no action; New Jersey, two bills, no action; New York, passed House, companion bill in Senate; Ohio, passed House; Pennsylvania, two bills, no action; Rhode Island, two bills, one no action, other passed House, referred to Senate Judiciary Committee; Tennessee, second reading in House; Vermont, no action; Washington, no action; West Virginia, no action.

**WWJ-TV**, first television station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.

FIRST IN MICHIGAN . . . *Owned and Operated by* THE DETROIT NEWS

*National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

**WWJ-TV**

*NBC Television Network*

# Telestatus

## Television Set Shipments
**(Report 50)**

NEW YORK CITY continues far ahead of other U. S. cities in shipments of television receivers by member companies of Radio Mfrs. Assn., according to a fourth-quarter summary which includes figures for all of 1948 [BROADCASTING, March 7].

RMA's shipments are believed to comprise about 90% of the industry. From Jan. 1, 1947, to Jan. 1, 1948, 964,206 sets had been shipped to 42 states and the District of Columbia. Fourth quarter shipments by member companies totaled 354,314 compared to 188,210 in the third quarter.

Shipments run behind production reports, RMA explained, its members having produced 866,832 TV receivers during 1948 whereas shipments totaled only 802,025 for the period.

Tabulation of TV set shipments by areas for the fourth quarter, and 1948 follow:

**TELEVISION SET SHIPMENTS BY AREAS**

| Television Broadcast Service Area | Fourth Quarter 1948 | Entire Year 1948 |
|---|---|---|
| **ALABAMA** | | |
| Birmingham | 21 | 23 |
| **ARKANSAS** | | |
| Little Rock | 19 | 19 |
| Other Cities | 41 | 42 |
| **CALIFORNIA** | | |
| Fresno | 8 | 11 |
| Los Angeles | 29,060 | 67,392 |
| Long Beach | 554 | 554 |
| Oakland | 58 | 60 |
| Santa Barbara | 201 | 201 |
| San Diego | 337 | 536 |
| San Francisco | 8,698 | 11,638 |
| Other Cities | 470 | 1,144 |
| **COLORADO** | | |
| Denver | 25 | 37 |
| **CONNECTICUT** | | |
| Bridgeport | 963 | 2,039 |
| Hartford | 2,730 | 8,546 |
| New Britain | 37 | 144 |
| New Haven | 748 | 2,012 |
| Waterbury | 23 | 117 |
| Other Cities | 147 | 331 |
| Cities not stated | 214 | 580 |
| **DELAWARE** | | |
| Wilmington | 1,157 | 2,550 |
| Other Cities | 7 | 7 |
| **DISTRICT OF COLUMBIA** | 10,124 | 25,556 |
| **FLORIDA** | | |
| Miami | 52 | 748 |
| Tampa | .. | 44 |
| Cities not stated | .. | 54 |
| **GEORGIA** | | |
| Atlanta | 2,215 | 4,455 |
| Other Cities | 31 | 376 |
| **ILLINOIS** | | |
| Chicago | 25,419 | 58,622 |
| Moline | 26 | 26 |
| Peoria | 304 | 365 |
| Rockford | 52 | 82 |
| Rock Island | 20 | 20 |
| Sterling | 20 | 37 |
| Tuscola | 16 | 16 |
| Other Cities | 416 | 729 |
| **INDIANA** | | |
| Gary | 1,931 | 2,261 |
| Fort Wayne | 47 | 47 |
| Hammond | 214 | 214 |
| Indianapolis | 301 | 423 |
| South Bend | 705 | 1,172 |
| Cities not stated | .. | 91 |
| Other Cities | 144 | 206 |
| **IOWA** | | |
| Madison | 42 | 42 |
| Other Cities | 6 | 6 |
| **KANSAS** | 8 | 9 |
| **KENTUCKY** | | |
| Louisville | 2,002 | 2,897 |
| Other Cities | 49 | 57 |
| Cities not stated | .. | 165 |
| **LOUISIANA** | | |
| New Orleans | 3,338 | 3,970 |
| Other Cities | 13 | 13 |
| **MAINE** | 9 | 14 |
| **MARYLAND** | | |
| Baltimore | 12,115 | 24,219 |
| Other Cities | 258 | 318 |
| **MASSACHUSETTS** | | |
| Boston | 11,692 | 27,728 |
| Cambridge | 2,182 | 3,797 |
| Springfield | 46 | 159 |
| Taunton | 48 | 48 |
| Worcester | 152 | 994 |
| Other Cities | 120 | 229 |
| Cities not stated | 46 | 321 |
| **MICHIGAN** | | |
| Detroit | 12,602 | 21,090 |
| Grand Rapids | 117 | 148 |
| Pontiac | 24 | 24 |
| Other Cities | 126 | 187 |
| **MINNESOTA** | | |
| Minneapolis-St. Paul | 2,407 | 5,823 |
| Other Cities | 9 | 13 |
| **MISSISSIPPI** | 27 | 30 |
| **MISSOURI** | | |
| Kansas City | 18 | 502 |
| St. Louis | 5,718 | 11,759 |
| Other Cities | 25 | 76 |
| **NEBRASKA** | 1 | 31 |
| **NEW HAMPSHIRE** | | |
| Manchester | 100 | 309 |
| Other Cities | 36 | 46 |
| **NEW JERSEY** | | |
| Atlantic City | 915 | 1,109 |
| Camden | 11 | 11 |
| Irvington | 587 | 587 |
| Jersey City | 286 | 286 |
| Newark | 23,120 | 65,301 |
| New Brunswick | 21 | 21 |
| Paterson | 958 | 1,864 |
| Runnemede | 13 | 13 |
| Trenton | 1,832 | 3,942 |
| Newark-Trenton | | 2,155 |
| Cities not stated | 4,019 | 6,579 |
| Other Cities | 861 | 1,445 |
| **NEW MEXICO** | | |
| Albuquerque | 118 | 225 |
| **NEW YORK** | | |
| Albany | 3,836 | 9,015 |
| Binghamton | 20 | 53 |
| Buffalo | 3,320 | 8,044 |
| Long Island | 5,217 | 9,362 |
| Middletown | 153 | 153 |
| Newburg | 34 | 34 |
| New Rochelle | 63 | 110 |
| New York City | 79,087 | 200,229 |
| Poughkeepsie | 251 | 677 |
| Rochester | 57 | 65 |
| Schenectady | 85 | 453 |
| Syracuse | 1,679 | 1,734 |
| Tarrytown | 33 | 33 |
| Utica | 45 | 66 |
| Westchester | 929 | 1,251 |
| Other Cities | 474 | 677 |
| Cities not stated | .. | 729 |
| **NORTH CAROLINA** | | |
| Charlotte | 202 | 219 |
| Other Cities | 1 | 12 |
| **NORTH DAKOTA** | .. | 1 |
| **OHIO** | | |
| Akron | 840 | 1,319 |
| Canton | 89 | 186 |
| Cincinnati | 3,449 | 7,457 |
| Cleveland | 7,878 | 16,880 |
| Columbus | 16 | 22 |
| Dayton | 995 | 1,763 |
| Toledo | 2,716 | 5,346 |
| Youngstown | 135 | 142 |
| Other Cities | 289 | 843 |
| **OKLAHOMA** | | |
| Oklahoma City | 13 | 18 |
| Other Cities | 9 | 10 |
| **OREGON** | | |
| Portland | 123 | 125 |
| Other Cities | 4 | 9 |
| **PENNSYLVANIA** | | |
| Allentown | 700 | 2,024 |
| Easton | 46 | 46 |
| Erie | 248 | 303 |
| Harrisburg | 195 | 201 |
| Hazeltine | 2 | 103 |
| Lancaster | 139 | 283 |
| Philadelphia | 34,874 | 79,446 |
| Pittsburgh | 4,544 | 5,652 |
| Pottsville | 122 | 144 |
| Reading | 563 | 1,224 |
| Sunbury | 80 | 119 |
| Williamsport | 21 | 21 |
| Other Cities | 304 | 720 |
| **RHODE ISLAND** | | |
| Providence | 1,610 | 3,263 |
| Other Cities | 142 | 1,115 |
| **TENNESSEE** | | |
| Knoxville | 10 | 19 |
| Memphis | 2,212 | 3,057 |
| Nashville | 39 | 40 |
| Other Cities | 22 | 30 |
| **TEXAS** | | |
| Dallas | 1,495 | 3,979 |
| El Paso | 63 | 163 |
| Fort Worth | 800 | 2,093 |
| Houston | 1,981 | 2,047 |
| Other Cities | 33 | 249 |
| Cities not stated | .. | 173 |
| **UTAH** | | |
| Salt Lake City | 473 | 977 |
| Cities not stated | 23 | 24 |
| **VERMONT** | .. | 3 |
| **VIRGINIA** | | |
| Alexandria | 15 | 15 |
| Norfolk | 196 | 286 |
| Richmond | 648 | 2,452 |
| Other Cities | 46 | 148 |
| **WASHINGTON** | | |
| Seattle | 4,123 | 4,450 |
| Tacoma | 43 | 47 |
| Other Cities | 66 | 72 |
| **WEST VIRGINIA** | | |
| Clarksburg | 30 | 41 |
| Wheeling | 94 | 97 |
| Other Cities | 21 | 29 |
| **WISCONSIN** | | |
| Madison | 73 | 96 |
| Milwaukee | 6,129 | 10,544 |
| Other Cities | 49 | 80 |
| **AREAS NOT DETERMINED** | 6,366 | 26,991 |
| **TOTAL SHIPMENTS** | 354,314 | 802,025 |

TV SET figures reported to BROADCASTING during the past week:

WAVE-TV Louisville Area (Kentucky, Indiana and Jefferson County, Ky.)—5,673 as of March 1, reported by WAVE Inc., Louisville.

Seattle, Wash.—4,000 as of March 1, estimated and reported by KRSC-TV Seattle.

Chicago, Ill.—100,447 as of Feb. 1, reported by city's Electric Assn.

# TELEVISION TRANSMISSION

## Crosley Plans Interconnection Facilities

A COMPLEX system of relay equipment is being installed by Crosley Broadcasting Corp. which will enable WLWC (TV) Columbus and WLWD (TV) Dayton to receive and rebroadcast the programs of WLWT (TV) Cincinnati. DuMont and NBC network programs, in addition to WLWT shows and films, will be carried by the facilities.

Plans also call for WLWD sending programs to WLWC in the future. WLWD is to start this month. Additional equipment eventually will be installed for two-way transmission of programs at all sites.

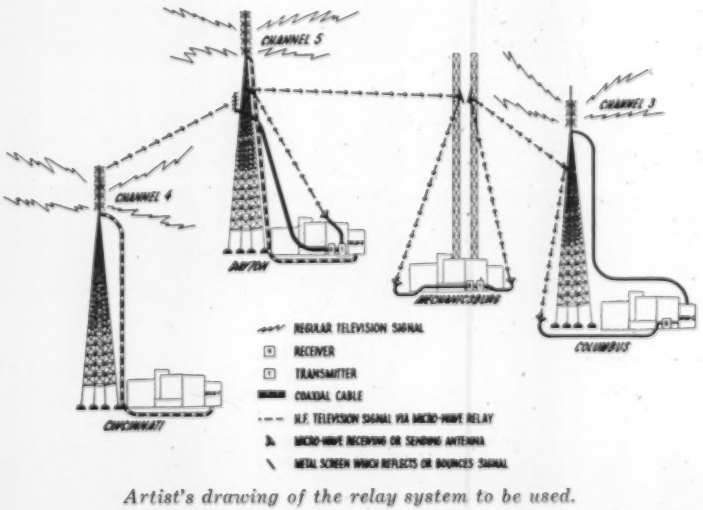
In its present form the system operates as follows:

WLWT programs, telecast on Channel 4, are picked up by a special antenna on the WLWD tower and are carried by coaxial cable to a modified receiver in the WLWD transmitter building. From there they go to a micro-wave transmitter and out to an eight-foot micro-wave antenna set up near the tower. This antenna focuses the signal into a beam, much in the manner of a search-light beam.

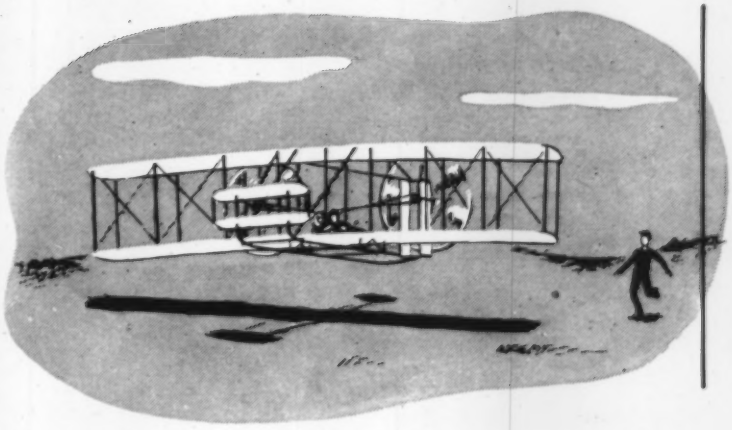
The beam is focused on a perforated metal screen on the tower which "bounces" the signal out into the air, aiming it at the next relay in Mechanicsburg. This signal is sent at a frequency about 30 times that of ordinary video.

At Mechanicsburg the signal hits another screen and is "bounced" down to a receiving antenna at the ground. The signal travels through another receiver and transmitter and is rebroadcast through the "bounce" technique used at WLWD.

At Columbus the signal is received and amplified and rebroadcast on WLWC's Channel 3. The program may also be broadcast in Dayton as well as relaying it through.




*Artist's drawing of the relay system to be used.*



## Famous Dayton, Ohio, "FIRSTS"

Two young men from Dayton, Ohio, Wilbur and Orville Wright, made the *first* successful heavier-than-air machine flights at Kittyhawk, N. C., on December 17, 1903. The plane was built in the Wright Brothers' bicycle shop in Dayton.

# WHIO-TV is Dayton's FIRST TELEVISION STATION

**FIRST** Dayton television station to go on the air.

**FIRST** and *only* Dayton owned and operated TV station.

**FIRST** with Dayton's TV set owners. More than 3,500 requests for WHIO-TV program schedules are proof of viewers' interest.

**FIRST** and only TV station run by Daytonians. Our executives have 113 years combined experience serving the Dayton market.

**FIRST** to bring local sports events to Dayton TV viewers.

Now is the time to start reaching the profitable Dayton market via television while choice availabilities can be had on WHIO-TV.

**FIRST** come, *first* served. Contact your nearest Katz representative.

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented Nationally by
The Katz Agency, Inc.

## SPOT CHECK INC.

### Offices Open in New York

SPOT CHECK Inc., with offices at 270 Park Ave., New York, a new survey agency for checking video commercial spots and minute motion pictures in theatres, has started operations.

Working in cooperation with the Veterans Administration, which will supply a pool of manpower to be paid on a per-check basis, the new firm will sell its services to advertising agencies. Checkers, selected by the VA, will fill out questionnaires supplying information to agencies on how commercials are being projected throughout the nation.

Dr. Ira D. Scott, head of the VA Bureau of Vocational Rehabilitation and Education, is the Washington coordinator between the New York firm and the Washington VA office. President of the company is Hardie Frieberg; Louis Philmus is vice president; Bernard Samuels is acting as liaison between VA in New York and the company; Les Sugarman is director of public relations.

## 'STAR THEATRE'

### Texaco TV Show Tops Again

FEBRUARY TV Hooperatings for New York City show the *Texaco Star Theatre* once more leads the top ten listing, with a 76.6 rating. This lead was maintained during February despite Milton Berle's absence from the show, due to illness.

Top Ten TV Hooperatings
(Regularly scheduled sponsored television programs)
February 1949

| | Station | Rating |
|---|---|---|
| 1. Texaco Theatre | WNBT | 76.6 |
| 2. Godfrey's Scouts | WCBS-TV | 56.1 |
| 3. Broadway Revue | WABD, WNBT | 50.6 |
| 4. Toast of the Town | WCBS-TV | 48.0 |
| 5. Godfrey & Friends | WCBS-TV | 46.6 |
| 6. Break the Bank | WJZ-TV | 34.7 |
| 7. Your Show Time | WNBT | 32.5 |
| 8. We, the People | WCBS-TV | 32.2 |
| 9. Arrow Show | WNBT | 32.1 |
| 10. Colgate Theatre | WNBT | 30.2 |

The *Broadway Revue* was telecast on WABD and WNBT. The rating is the combined audience to both channels.

## HIGH BAND TV

### Princeton Station Granted

CONSENT was granted by FCC last week to application of RCA-NBC for experimental high band television station at the RCA laboratory in Princeton, N. J. Assigned call KE2XAY, station will operate on 846-854 mc.

Purpose of the station will be to obtain propagation data "which compares vertical and horizontal polarization with respect to shadows and multipath," the firm told the Commission in its request [BROADCASTING, Feb. 21]. Project will be under the supervision of Dr. George H. Brown, RCA Labs. research engineer.

## SKY ANTENNA

### Features Balloon and Kite

AIRBORNE television receiving antenna, consisting of a balloon and kite combination called "kytoon" and capable of effecting an antenna height of 100 to 200 ft., has been announced by Ralph Carr Powell, Gloucester, Mass.

Although also offered as an aid to home reception, the device was said to hold particularly wide possibilities for TV set dealers, installation and field technicians and others. The kytoon measures 6½ ft. long and 3½ ft. wide and features a coaxial flying-transmission line. Accessories offered include a small cylindrical hanger and two-wheel trailer for mobile use.

The kytoon requires 40 cubic feet of helium and will remain aloft about 30 hours when it must be lowered to make up for gas diffusion. Helium cost per inflation is given at $3.20. A $6 neoprene bladder must be replaced monthly.

## SABINE ASKS

### TV Grant for Port Arthur

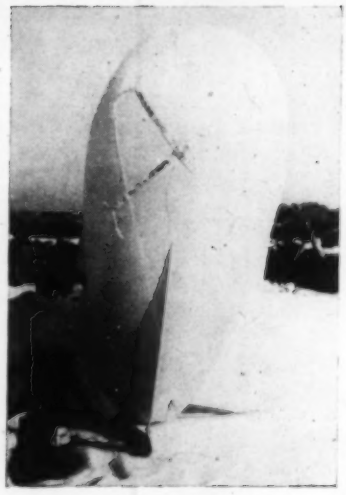
NEW TELEVISION application for Beaumont-Port Arthur, Tex., was filed with FCC last week by Sabine Television Corp. Station would be affiliate of Texas Telenet System, proposed state TV network [BROADCASTING, Sept. 8, 1948, Feb. 21].

Headed by Dallas advertising executive Miles F. Leche, Sabine Television requests Channel 3 (60-66 mc) with effective radiated power of 13.2 kw visual, 6.6 kw aural and antenna height above average terrain of 543 ft. Estimated cost of construction is $152,698 with first year's operating cost cited as $38,000 and expected revenue $36,000. Principals are:

**Mr. Leche, owner of Leche & Leche, Dallas advertising agency, president and 20% owner. Other officers, each with 20% interest, include Paul E. Taft, secretary-treasurer; D. Malcolm Cummings, Samuel H. Peak and G. B. Boone Jr., all vice presidents. The latter four are associated with Duncan Coffee Co., Houston.**

## Banking on TV

LINCOLN National Bank & Trust Co., Syracuse, N. Y., has entered the ranks of video advertisers with a series of spots on WHEN (TV) Syracuse. Prepared by Barlow Advertising Agency, the spots stress three of the bank's major services—free parking, 24-hour banking and location. Warren B. Unbehend, bank president, stated that he expects good results from the spot series because of the growing number of sets in the area and the opportunities offered by the use of the graphic advertising technique.



*New television antenna "kytoon."*

## WICU (TV) TESTS

### 'Dispatch' Has TV Sections

PRELIMINARY to the start of test patterns on its television station WICU (TV) Erie, Pa., March 1, *The Erie Dispatch* carried two special video sections Feb. 27. Edward Lamb, president of The Erie Dispatch Inc., station owner, announced that regular program service is expected to start March 15. The station is assigned Channel 12 (204-210 mc) with 3.02 kw visual and 1.53 kw aural.

The two sections, 38 pages in all, covered not only the background of WICU but also that of video in general. The front page of one section carried a picture of the proposed WICU facilities and a story by FCC Chairman Wayne Coy, especially written for the paper. A letter of congratulation from James H. Duff, Governor of Pennsylvania, also was reproduced. A good portion of the two sections was devoted to advertising, mostly for video sets.

## WAMS, WDEL-TV

### It's a Battle of Petitions

THE STRUGGLE between WAMS and WDEL-TV, both Wilmington, Del., over the latter's television permit for the sole facility there, Channel 7 (174-180 mc), has settled down to a battle of petitions.

In a rejoinder filed with FCC last week to WAMS charges it has misrepresented the progress of TV construction, WDEL-TV repeated its denial of the accusations and requested immediate grant of its application for extension of completion date. WAMS initially charged that WDEL-TV in its January request for more time had told FCC it was building but an on-the-spot inspection by WAMS three weeks later showed contrary [BROADCASTING, Feb. 21].

WDEL immediately denied the charges and WAMS filed a renewed allegation, now answered by the rejoinder.

## FILM PRODUCERS

### Form Groups for Meeting

TELEVISION Film Producers Assn., of Los Angeles, is forming three committees who will confer sometime this month with representative groups of Screen Directors Guild, Screen Actors Guild and IATSE (International Alliance of Theatrical Stage Employes). Purpose of the meeting is to work out mutual problems.

TFPA group who will meet with IATSE includes Glenn Miller, Jerry Fairbanks Productions; Hal Roach Jr., Hal Eugene Roach Jr. Productions; Guy Thayer, Roland-Reed Productions, and Al Herman, Herman Productions. Conferring with SDG will be William Cameron Menzies, Menzies-Kinney Productions; Vernon Keays, Vernon Keays Productions, and Harlan Thompson, IMPPRO Inc. Personnel to meet with SAG had not been named.

## TAP CHANGES

### TV Firm Is Reorganized

REORGANIZATION of Television Advertising Productions, Chicago, has begun with appointment of William A. Zimmerman as managing director and announcement of firm's plans to occupy new production quarters.

Mr. Zimmerman, former TAP sales director, succeeds Ardien Rodner, who worked as president of the firm which he helped found. Mr. Rodner resigned to join WPIX (TV) New York as liaison between the sales and programming departments. Del Gay, motion picture technical director on the staff, will continue to supervise film operations.

While new studio space is being constructed, the company will remain at 360 N. Michigan Ave.

## Film Package Rights

CBS-TV is offering its 31 affiliates first-run rights to any or all of four film packages, totaling 82 features and short subjects. According to Grant Theis, manager of the film syndication department, package includes 52 major British productions, 13 Vienna Philharmonic concerts, eight *Strange As It Seems* shorts and nine *Musical Moods* fillers, on 16mm prints. They are available for immediate delivery, on a pricing system based on a percentage of each station's current rate card.

## WCAU-TV Schedule

WCAU-TV Philadelphia has stepped up its schedule to 56 hours and 10 minutes of actual program fare each week, nine months after going on the air. A survey of the same period, Feb. 21-27, shows the station has 62 separate clients, 49 local and 13 via the CBS network.

# Memo to Editors

## Electric Utilities are now coal's largest single customer

Since Thomas A. Edison invented the incandescent lamp 70 years ago, coal has been the basic fuel for generating electricity. Coal has kept pace with the ever-increasing demands for electric light and power. More and more coal . . . channeled to electric generating plants . . . burned there with progressively greater efficiency.

In 1920 the electric utilities consumed about 6% of the total output of bituminous coal. In 1948 it was about 18%.

As the electric power and light industry urgently expands its capacity, it looks like 105 million tons will be required this year. And the coal industry now foresees the time when the utilities may require 150 million tons per year!

Electric utilities are today the bituminous coal industry's largest single customer, passing the railroads, which last year consumed 99 million tons of bituminous coal.

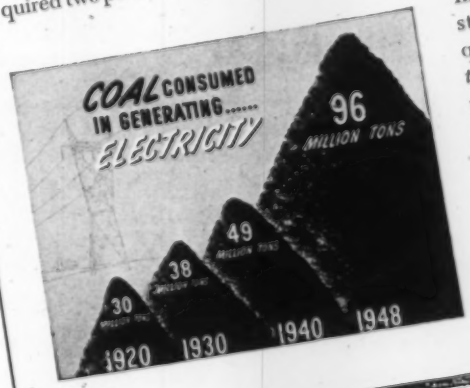
The efficiency with which electricity can be produced from coal has more than doubled in the last quarter century. Today one pound of coal will do the work which formerly required two pounds or three pounds, depending on how far back we go for comparison.

The accompanying charts depict national averages. In the latest coal-burning electric power plants now being built, the increased efficiency is even more sensational. It is well below 1,000 pounds per 1,000 kwh.

Hydroelectric power accounts for less than one-third of the total electric output. And, despite the many hydroelectric power plants that have been built in recent years by government agencies, the fact is that hydro power is providing a steadily diminishing per cent of the total.

In contrast with such projects, coal-burning steam generating plants can be erected quickly—*directly at the points where electricity is most needed.* Initial generating units can be put into quick action and others added as demand requires.

Coal also offers the advantage of unlimited supply. It is immediately usable as shipped direct from modern mine preparation plants, is readily storable, and can be stockpiled in quantity—without costly storage facilities.




**BITUMINOUS COAL INSTITUTE**

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

# TV IMPACT

### Discussed at S. F. Ad Club

THE effect of television on the advertising revenue of AM radio was discussed by a three-man symposium at a meeting of the radio department of the San Francisco Ad Club March 13.

The discussion, entitled "Don't Sell AM Short," was chairmanned by Vincent A. Francis, sales manager of KGO. Speakers were Gayle Grubb, general manager of KGO and KGO-TV; Phil Lasky, vice president and general manager of KSFO and KPIX(TV); and Lindsey Spight, Pacific Coast manager of John Blair & Co.

It was brought out that television today is an effective advertising medium in only three areas: New York, Philadelphia and Los Angeles. In no other area, including Chicago, is there sufficient TV circulation for advertisers to consider the new medium on a par with radio.

The speakers also agreed there is no basis for the idea that TV advertising revenue must come from budgets now alloted to AM radio; rather it will come from increases in established budgets and from entirely new sources.

# POCKET PIECE

### TV Ratings to Be Included

TV HOOPERATING'S Pocket Piece for New York, published by C. E. Hooper Inc., New York, will shortly include first releases of television network audience ratings, based on random sampling of evening broadcasts of sponsored video programs, the survey company announced last week. Reports will cover television cities transmitting the network shows.

The TV network ratings will appear twice monthly, one taken during the third week of the month preceding, and one during the first week of the publication month. Cities covered will be those in which continuous Hooper interviewing is in progress, currently totaling 27 out of 31 video cities.

# ABC-TV NETWORK

### Three More Stations Join

ABC-TV last week announced the affiliation of three more television stations to its network. They are KRSC-TV Seattle, KLEE-TV Houston, and WFBM-TV Indianapolis.

KRSC-TV operates on Channel 5, and is owned by Radio Sales Corp., Seattle, and KLEE-TV operating on Channel 2, is owned by W. Albert Lee. Both are metropolitan class stations. WFBM-TV, which will begin operations on Channel 6 around June 1, is owned by WFBM Inc., Indianapolis. The two stations now telecasting bring to 21 the number of stations in the operating ABC-TV network.

**WHILE IN NEW YORK to study possibilities of radio and television, Jim Hood (l), president of Ansul Chemical Co., visited the Borden Co.'s *County Fair* show. Here he is backstage with (l to r) Jerry Colonna, comedian; Win Elliot, m.c. on *County Fair*, and Ralph Moore, Ansul district manager.**

# SMPE MEET

### *Scheduled for April 4-8 In New York City*

THE SOCIETY of Motion Picture Engineers will hold its 65th semi-annual convention April 4 to 8 inclusive at New York's Hotel Statler.

Latest developments in theatre television and high-speed photography will be outlined by reports and demonstrations at special sessions and symposia during the convention's first three days, announced Earl I. Sponable, president of the society and technical director of 20th Century-Fox.

A major concentration of scientific and engineering leaders in the film world is expected at the conclave to discuss the rapid approach of commercial theatre television and many technical aspects of the film industry. Technical papers are being assembled by chairman of the society, Norwood L. Simmons Jr., Vice Chairman Joseph E. Aiken, Lorin Grignon, Edward S. Seely, R. T. Van Niman and H. S. Walker of the papers committee.

**Technical Papers**

Technical papers will deal with the approaching junction of television and motion pictures. Theatre presentation of video programs and production of films for use as television program material will each be covered in reports, discussion and demonstrations.

Opening forum of the convention will be on television and films with Donald E. Hyndman as moderator and Ralph B. Austrian as chairman. President Sponable said reports will be heard on methods of producing industrial, educational, institutional, commercial, promotional and entertainment sound-on-film reels for telecasting.

Television papers to be read on Tuesday, April 5, will include: "A Continuous Reel for Television," by William C. Eddy of Television Assoc.; "Television Pickup for Transparencies," by Roger Thompson of the Allen B. DuMont Labs; "Television Studio Lighting," by A. H. Brolly of Television Assoc.; "Problems of Video Recording," by F. N. Gillete of General Precision Lab; and "Processing in Houston Developing Machines for Television," by W. E. Engles of WPIX New York, and G. A. Lawor, Houston Corp.

Surveys indicating that television will have a forceful influence on informal mass education, as well as indications of its probable effect on reading, movie going and radio listening will be discussed Tuesday afternoon by William F. Kruse of William F. Kruse Assoc.

On the more technical level the same afternoon: "Comparative Image Quality of Television and Motion Picture Systems," by Otto Schade of RCA Tube Dept.; "Problems of Television Transmission and Reception," by F. J. Bingley of WOR-TV New York; and "Phonovision," by E. F. McDonald and John R. Howland of the Zenith Radio Corp.

Among demonstrations to be given will be one Monday evening, April 4 of the latest experimental theatre television projection equipment developed by RCA. It will highlight a progress report on theatre television by Barton Kreuzer, manager of RCA film recording and theatre equipment activities.

# AD MONITORING

### For TV Set Up in New York

THE DRUG division of New York City's Health Dept., under direction of assistant Health Commissioner Jerome Trichter, has started a monitoring service on television programs to report false or misleading advertising.

Only one case of misleading video advertising has been brought to the attention of the Bureau of Food and Drugs, of which the division is a part. It concerned therapeutic claims made by a dentifrice sponsor, who, upon being warned to moderate his announcer's boasts, complied with the Health Dept. order.

Radio and video stations, Mr. Trichter pointed out, have been "exceptionally cooperative," and often voluntarily submit scripts to the division in advance of a show. Sometimes, however, a script may be approved, but take on new meaning from the manner in which it is read by the announcer.

Three classes of sponsors fall easily into the misrepresentation class, and have to be watched carefully, said Mr. Trichter. These are manufacturers of weight-reducers, cure-alls for arthritis and rheumatism and dentifrices.

# Videodex Expanded

EXPANSION into the New York area with a panel of 600 viewing homes has been started by the Jay & Graham Research Organization, Chicago, which issued its first Videodex last August. Monthly reports will be released in New York for programs watched by the panel from March 1. The firm expects to extend its video research operations into the 11 other major TV markets this year.

# TRI REPORT

### Video's Position Analyzed

TELEVISION's "huge outlays" may make it necessary for this new medium not only to "chop sharply into the other media" of advertising but also to completely absorb all public entertainment. That alarming possibility is foreseen by Television Research Institute.

Analyzing the place of television in the present scheme of things in its second special report, titled "Advertising—A Study in Optimism," TRI notes that television's total earnings in 1948 were some $2,500,000, "less than 1/1,000th of available expenditures" in all media. Furthermore, according to TRI, "television is so tremendously costly that it cannot depend on picking the bones of Father Radio . . . [but] to succeed it must find enough additional sources of revenue to meet its huge outlays."

"It is true," the report continues, "that as its networks spread, the outlays will be continuously less. But even the most conservative estimates figure nation-wide video-net-time at a minimum of $25,000 per half hour, as compared with radio's $10-12,000.

"Accordingly, television must chop sharply into the other media. To do this it must provide as varied a range of entertainment as do movies, nite-spots, magazines and the like. It must generate a revolution in the public attitude.

**Complete Absorption**

"One possibility lies in its ultimate, complete absorption of public entertainment and the diversion of popular expenditures for entertainment into the purchase of consumer goods. The additional consumer-goods profits would then be turned to advertising and a self-perpetuating cycle set up.

"But this must await the time when video-manufacturers are able to turn out 5-7 million receiving units a year. And that is still a long way off."

# *Reaching Out in Ohio*
# WCLT at Newark

● For a full 78 hours every week, WCLT energizes central Ohio air with 8500 watts of effective radiated power—transmitted through a 4-bay General Electric FM antenna mounted atop a 290-foot Truscon Self-Supporting Steel Radio Tower. Total antenna height reaches 332 feet above ground level.

Truscon Radio Towers are on horizons everywhere, serving the needs of AM, FM and TV broadcasters. Strong and stable, these slender steel structures are engineered for top operating efficiency under specific local conditions.

*Another* **TRUSCON TOWER OF STRENGTH 290 FT. HIGH**

Truscon engineers are ready now to put their vast experience to work for you. Truscon can furnish exactly the tower you need—guyed or self-supporting, uniform or tapered in cross-section, of any height. A call or letter to our home office in Youngstown, Ohio, —or to any convenient Truscon District office—rates immediate attention, and action—with no obligation.

**TRUSCON STEEL COMPANY**
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

**TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS**

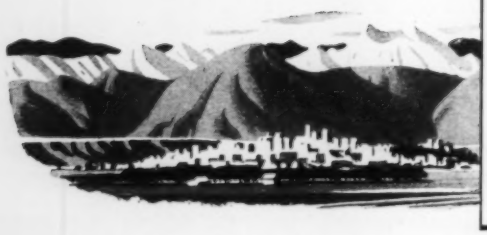
# ARE YOU MISSING YOUR CUE ON THE PACIFIC COAST?

DON'T LET YOUR Pacific Coast radio campaign fall flat by missing your cue for maximum sales! Buy the Don Lee Network of 45 stations and get maximum sales out of the market where more than 13½ million people spend over 14½ billion dollars a year in retail sales.

THE PACIFIC COAST IS BIG! It covers 323,866 square miles, contains 133 counties, extends 1,352 miles from Mexico to Canada. Only Don Lee, with 45 local network stations, has *enough* stations to cover this vast area thoroughly – nearly as many as the other 3 Coast networks combined!

PACIFIC COAST RADIO IS *Different!* Mountains up to 15,000 feet high surround nearly every market and make long-range broadcasting unreliable. People listen to their own local network station, within

LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



**Of the 45 Major Pacific Coast Cities**

| ONLY 10 | 3 | 7 | 25 |
|---|---|---|---|
| have stations of all 4 networks | have Don Lee and 2 other network stations | have Don Lee and 1 other network station | **have Don Lee and NO other network station** |

their own buying market, rather than to out-of-town or distant stations. When you buy Don Lee, your message is released *within* 45 of the Pacific Coast's leading buying markets. Don't miss your cue for maximum Pacific Coast sales by radio. Sell the whole big, wealthy Pacific Coast with Don Lee!

**DON LEE STATIONS ON PARADE**

**KFRC—SAN FRANCISCO, CALIFORNIA**—*A Don Lee key station since 1926. Serves the Coast's second largest market with 5000 watts at 610 KC. Non-directional tower in the heart of San Francisco gets your message to your prospects where they live. One of 45 reasons why nearly half of the Coast's regional network business is on Don Lee!*

*The Nation's Greatest Regional Network*

*Mutual*
**DON LEE**
BROADCASTING SYSTEM

# Editorial

## Radio's Ladies, Bless 'Em

LAST WEEK more than 400 of radio's ladies met in Chicago for a three-day workshop convention of the Assn. of Women Broadcasters. The attendance was as large as that of the NAB itself just a decade ago.

Women have made a very important place for themselves in radio. Originally filling posts that required the "feminine touch," they have proved that they are capable of handling almost any job just as well and in some cases better than men. Look at Linnea Nelson, Bernice Judis, Ida McNeil to name a few. There are dozens of distaff owners and managers, as well as agency and advertiser buyers who need give no ground to their masculine opposite numbers.

Even our jaded eyes popped when we scanned the AWB figures (statistics, that is). That organization, now properly a department of the NAB, boasts an active membership of 1,500 staff members and performers on NAB member stations. They constitute a phalanx of 1,500 Amazon (in spirit) warriors for the cause of a free American radio.

The success of the AWB meeting must have created a new problem—that of "radio widowers." We can picture Daddy sending Junior off to school with assurances that "Mother will be back tomorrow. She's in Chicago attending the women broadcasters meeting."

## Hoover Cleaner

UNLESS CONGRESS kicks over the regulatory traces, the FCC will remain an independent agency, and will not be kneaded into a departmental structure under a Cabinet officer.

That, in any event, is the recommendation to Congress made by the Commission on Organization of the Executive Branch of the Government, generally known as the Hoover Commission.

That does not mean that all is sweetness and light in communications regulation in the judgment either of the Hoover Commission or of Congress. The task force report on the FCC [BROADCASTING, March 7] found many deficiencies in the FCC *modus operandi*. The Hoover Commission makes certain recommendations applicable to all independent regulatory commissions, but, surprisingly, didn't single out the FCC for special mention at all.

The FCC and Congress is a continued story of controversy and intrigue and wheels within wheels, the first chapter of which began when radio regulation started in 1927. Certainly there are not signs of abatement at this session of Congress.

The Hoover Commission says appointments to membership on the independent commissions are sometimes below desirable standards because of inadequate salaries. It adds that unnecessary red tape has crept into procedures causing useless delay and expense. While the Commission didn't specifically mention the FCC, it certainly must have had it in mind.

The Hoover group recommends an executive officer for each agency to handle administrative work. That again hits the FCC on the button. It would relieve commissioners of detail, which has all but smothered them.

"The salaries of commissioners are too low," says the Hoover body. That's a masterpiece of understatement. The Commissioners draw $10,000 a year—exactly what they drew in 1927. Legislation is now languishing on the Hill for an increase to $17,500. That's paltry enough.

The Hoover group concludes that the real savings will not be found in reduction of administrative budgets, but rather in elimination of the "delay and inefficiency in regulation which involves large costs to the regulated industries themselves which must be passed on to the public by one method or another." Expedition, it adds, "will mean vast savings as well as better justice."

If, in its overall findings, the Hoover Commission didn't have the FCC *per se* in mind, it certainly can be credited with having dealt with a reasonable facsimile therof.

## TV: Tumultuous Video

NEED for better housekeeping in radio and TV is becoming increasingly evident. Lack of coordination between AM and TV, and between manufacturers and broadcasters, is provoking widespread confusion on the part of the public, the advertisers and the legislators.

Look at the current record. The FCC on Feb. 25 sent to the Senate Commerce Committee its reply to questions propounded on TV allocations. The Associated Press carried a story stating that the FCC would like to put television signals into the higher frequency bands—"too high for present sets." It was bad reporting, because the FCC said nothing of the sort. A well-meaning reporter tried to jazz up a lead and had no understanding of the complexities of wavelengths and allocations.

Within a week, Zenith, which has revived its lone-wolf hell-raising in radio, ran a full-page ad proclaiming that "expected changes" in wavelengths would not obsolete its TV sets, which covered both VHF and UHF with "no conversion necessary." Since the UHF allocations haven't been devised, how can such an extreme claim be made?

Last week, Chairman Ed Johnson, of the Senate committee, again descended upon the FCC on TV allocations. You can wager that the repercussions will be even more violent than those which came in the wake of the first FCC-Committee exchange, with resultant depressing effect upon all set sales and with the public more befuddled than ever.

We find TV zealots kidding themselves about the economics of their business. We have been unable to find any two separately-owned operations that use the same bookkeeping methods. If uniform, recognized accounting were used, we doubt whether any of the 58 TV stations in operation would approach the break-even point. TV is expensive and will continue to be until circulation is built to the point where the cost per impression is comparable to other media.

Telecasters are deluding themselves when they make extravagant claims. They build sales resistances; they invite union demands; they excite copyright owners, and they provoke the legislators, from city council to Congress. Everybody likes to sock the big guy.

Assaults upon commercial radio by a radio manufacturer of the stature of Zenith can do naught but hurt all radio, aural as well as TV.

If there must be a Congressional disrobing of TV, it's probably better to have it now than later when the stakes will be so much greater. It's certainly clear, however, that team work is needed among the mass radio media.

# Our Respects To—

CHARLES WILLIAM GODWIN

AFTER more than 11 years in the hostile North, Charles William Godwin, a displaced Confederate recently repatriated, is now digging in on the south—south, that is—bank of Peachtree Creek, a safe two-months' forced march from the nearest Yankee settlement.

As the new manager of Mutual's Atlanta office, Mr. Godwin is energetically surveying sites for rifle pits in his front yard. An incurable student of the South's part in the War Between the States, he is acutely aware that Sherman overran Hood's left flank at the very plot on which the Godwin house is sitting. Although Sherman passed by 85 years before, Mr. Godwin is not taking any chances with Yankee stragglers.

Mr. Godwin has returned to the safety of sub-Mason and Dixon line regions after long service at Mutual's headquarters, which are distressingly situated in New York. He had been the network's director of station relations since 1945.

He reached his present eminence by a circuitous route. Born in Fernwood, Miss., Aug. 10, 1914, he was taken by his family to New Orleans when still a tot. He was 17 when the family moved again, this time to Oklahoma City.

Mr. Godwin, transplanted to an area where oil was spouting from every hole in the ground, decided to become a petroleum engineer, a profession which at the time commanded indecently enormous wages, and he enrolled in Oklahoma City U. to major in geology.

He had attended the university for two years when it became obvious that there was more rich, beautiful oil in Mr. Godwin's voice than in all the earth beneath Oklahoma. He abandoned geology for radio announcing.

In extracurricular moments, Mr. Godwin had acted in amateur theatricals at Oklahoma City U., an avocation which aroused his interest in radio. While still in school he wangled several dramatic assignments on WKY Oklahoma City, and when in 1933 the station offered him a regular announcing job at $25 every week, he took it like Grant took Richmond.

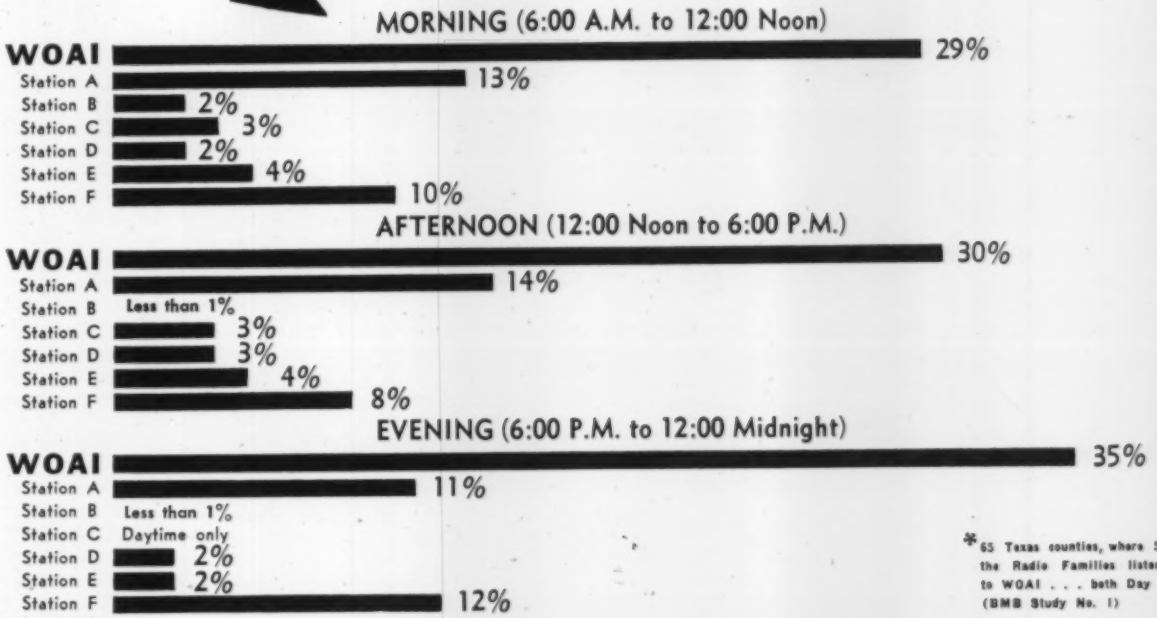
A year later he moved to WLW Cincinnati and specialized in programs of rural appeal. "I was," he recalls, "the farmer's friend. Godwin was in charge of hillbillies, crop reports, farm news and what-have-you."

The farmers lost their friend in 1936 when Mr. Godwin became the victim of a routine

*(Continued on page 46)*

# One SAN ANTONIO STATION HAS THE AUDIENCE IN THIS 65 COUNTY AREA!

Distribution of listeners among San Antonio stations, based upon the C. E. Hooper Fall, 1948, Study of Listening Habits of 320,940 Radio Families living in 65 South Texas counties*:




*65 Texas counties, where 50-100% of the Radio Families listen regularly to WOAI . . . both Day and Night. (BMB Study No. 1)

NOW, MORE THAN EVER, WOAI STANDS OUT AS "THE MOST POWERFUL ADVERTISING INFLUENCE IN THE SOUTHWEST."

**WOAI** San Antonio

NBC • 50,000 WATTS • CLEAR CHANNEL • TQN

**Represented by EDWARD PETRY & CO., INC.-------New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston**

# Management

**DOUGLAS CAMPBELL,** former commercial manager of WCAR Pontiac, Mich., has been appointed manager of WHRV Ann Arbor. He previously was station manager of WJEL and WJEN Springfield, Ohio.

**RALPH M. WALLACE** has resigned his executive post with WEWS-FM Cleveland, Ohio, to become manager of WCUO(FM), new station being constructed in Cleveland by UAW-CIO Broadcasting Corp. of Ohio. During 18 years in radio, Mr. Wallace has worked in various managerial positions in Bangor, Boston and Syracuse, and prior to joining WEWS in 1947 was head of radio division of Foster & Davies, Cleveland agency.

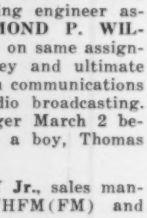
Mr. Wallace

**WALTER BAZIUK,** acting manager of KERN Bakersfield, Calif., has been named station manager.

**NILES TRAMMELL,** NBC president, has been appointed a member of information committee of Committee for Economic Development.

**DR. HERMAN S. HETTINGER,** radio economist and first research director of NAB, has accepted assignment with Overseas Consultants Inc. for Iranian government. He leaves this month for Tehran, to return about June 1. **PAUL A. DeMARS,** consulting engineer associated with **RAYMOND P. WILMOTTE,** is in Tehran on same assignment, involving survey and ultimate installation of modern communications system, including radio broadcasting. Dr. and Mrs. Hettinger March 2 became the parents of a boy, Thomas A. G. S. Hettinger.

**JOHN W. KENNEDY Jr.,** sales manager of WHAM, WHFM(FM) and WHTM(TV) Rochester, N. Y., has been promoted to newly created post of administrative assistant to **WILLIAM FAY,** Stromberg-Carlson vice president in charge of broadcasting. He will also continue as sales manager.



Mr. Kennedy

**FRANCIS H. BRINKLEY,** former vice president and general manager of WILM Wilmington, Del., has been appointed to newly created post of managing director of WENE(AM-FM) Binghamton-Endicott, WDOS(AM-FM) Oneonta, N. Y., and WVPO Stroudsburg, Pa., all connected in ownership. He will make his headquarters at Endicott.

**PAUL HANCOCK,** former stations relations representative for MBS, has been appointed administrative assistant to NBC's director of stations departments, **EASTON C. WOOLLEY.** Mr. Hancock previously was vice president and general manager of WMID Atlantic City.

**LARRY SHEER,** former commercial manager of KVKM Monahans, Tex., has been named general manager of KWTC Barstow, Calif. He succeeds **B. C. BOATRIGHT,** resigned.

**MICHAEL BARKWAY,** representative of British Broadcasting Corp. for past five years at Toronto, has resigned effective March 31, to join *Toronto Financial Post* as editorial writer. No successor has been named as yet. **JOHN POLWARTH,** assistant BBC representative at Toronto, will take charge temporarily.

**ROBERT M. RICHMOND,** former director of publicity for The May Co., Baltimore, today joins WCAO Baltimore as assistant manager in charge of national sales and promotion.

Mr. Richmond

**GEORGE J. SCHAEFER,** former manager of WOBU Charleston, W. Va., and announcer-writer at WLW Cincinnati, has announced opening of law office in Union Central Life Bldg., Cincinnati.

**FORTUNE POPE,** executive vice president and general manager of WHOM New York, has been appointed to radio-video division of Cardinal's Committee of the Laity in Catholic Charities annual appeal. Mr. Pope will have charge of solicitation among foreign language stations in New York area.

**WALTER H. ANNENBERG,** editor and publisher of *Philadelphia Inquirer* (WFIL-AM-FM-TV), will receive Gold Medal Award of Philadelphia Club of Printing House Craftsmen on March 26 for his achievements as publisher and his active work in advancement of radio and television.

**ROBERT E. WHITE,** KYW Philadelphia general manager, has been named radio chairman of annual Salvation Army fund raising campaign for second consecutive year.

## Respects

*(Continued from page 44)*

personnel reshuffling at WLW. Without firm prospects, he bought a round-trip train ticket to Washington, Baltimore, New York and back to Cincinnati and set out to find a job.

Mr. Godwin, who is not only gifted but also lucky, decided to approach WJSV (now WTOP) Washington for his first solicitation, and it happened that the station was in urgent need of an announcer that very morning to describe a parade.

He was hired without an audition and was at work within moments after he had entered the premises. He remained at WJSV for a year. At the end of that time he decided to try New York radio, and, again acting without prospects, embarked for the distant North.

The radio studio nearest New York's Pennsylvania Station that Mr. Godwin knew about was WOR, and for no other reason he elected to rap on its door. By miraculous fortune an announcer had quit that morning. Mr. Godwin was hired in his place.

A year later he was named manager of WOR's Newark studios, which were an active origination point in those days for many of the station's shows. Within the next two years he became successively assistant production manager of WOR, production manager, manager of the WOR FM station, W71NY, and night manager of WOR.

In 1943 he joined Mutual as field representative in the station relations department. In April 1944 he became assistant to Carl Haverlin the director of the department, and a year later, when Mr. Haverlin was elevated to a vice presidency, Mr. Godwin succeeded to the director's job.

At such times as the two of them were not engaged in skirmishes with Mutual executives and affiliates, they refought privately the major campaigns of the Union and Confederacy. Mr. Haverlin is a long-time student of the Civil War as seen from the Union's side. Mr. Godwin approaches the subject from the other viewpoint.

Mr. Godwin's interest in the war was first aroused when he visited the site of the Battle of Manassas on a short trip made during his service with WJSV. "I decided I ought to read up on the war," he says. "So I bought a book on Lee." He also submitted to an early whim of impartiality which he quickly outgrew—"I bought a book on Grant too," he explains.

He now owns a library of more than 1,000 volumes on the War Between the States. He has visited the scene of every important battle, many of them several times.

In Mr. Haverlin he found a willing companion to tramp the battlefields. The two of them often found it possible, with only slight rearrangement of Mutual's executive procedures, to make field trips to stations which coincidentally were situated near the sites of Civil War campaigns. Messrs. Haverlin and Godwin more than once have arrayed themselves in the positions of the Union and Confederate armies to revive disputes which Mr. Godwin at least feels were never adequately settled.

Mr. Godwin's immersion in an 85-year-old war was at first a minor hazard to his domestic peace, he confesses. His wife, the former Lorece Northcutt, whom he met in a college theatrical presentation in Oklahoma City and married in 1934, has finally come to tolerate her husband's bemusement in the ancient struggle. The Godwins have a 9-year-old daughter, Gay.

Mr. Godwin has no time for hobbies other than his study of the Civil War. His club memberships include the Chicago Civil War Round Table, the New York Radio Executives Club, and, somewhat incredibly, the Abraham Lincoln Assn. of Springfield, Ill.

In the ranks of the latter association Mr. Godwin feels something of a spy. He joined it, he hastens to explain, because of the importuning of Mr. Haverlin, who is a tower of strength in the organization.

## SWIFT NAMED

### General Manager of WCBS

G. RICHARD SWIFT, assistant general manager of WCBS New York since May 1946, has been appointed general manager of the station, J. Kelly Smith, vice president and director of station administration, announced last week.

Mr. Swift

Mr. Swift takes over the duties of Arthur Hull Hayes, now vice president in charge of the network's San Francisco office. The new general manager has had 16 years experience in network and local radio programming, sales, and administration.

Born in Newark, N. J., Mr. Swift joined CBS in December 1932, after graduation from Montclair (N. J.) High School.

## MEYERSON

### Resigns WKY Position

J. I. MEYERSON, sales and promotion manager of the Oklahoma Publishing Co. and director and vice president of WKY Oklahoma City, resigned last week. Mr. Meyerson has not disclosed future plans.

Mr. Meyerson

The resignation terminated nearly 30 years of association with the publishing company and its associated enterprises, including KLZ Denver and KVOR Colorado Springs, as well as WKY. He was advertising manager of the *Daily Oklahoman* and *Times* from 1928 to 1935; manager of KLZ in 1935-36; and had been sales and promotion manager of the properties until his resignation.

Mr. Meyerson's resignation follows by several months the departure of his immediate superior, Edgar T. Bell, who disposed of his stock interest in the Oklahoma Publishing Co. properties last August. Mr. Bell is now general manager of KTSA San Antonio.

**GRIEVE, Bisset & Holland, Waterbury, Conn., department store, renews for third year on WWCO Waterbury. L to r: Mort Silverman, WWCO commercial manager (standing); G. Walker Bisset, of GB&H, and Militon H. Meyers, WWCO general manager. Firm sponsors variety-disc show, *The Sunshine Special*, 8:15-9 a.m. (EST), Mon.-Sat., on WWCO.**

## CORWIN TO UN

### *Joins Radio Division*

NORMAN CORWIN, radio writer and producer, has joined the radio division of the United Nations Dept. of Public Information. Mr. Corwin will create and direct special projects for world-wide transmission. He will be responsible for planning and executing programs based on major themes of international concern, such as the universal declaration of human rights. Other programs will deal particularly in the social and economic fields.

**Mr. Corwin**

This marks Mr. Corwin's return to radio after two years writing movies and plays. He was the first recipient of the Wendell Willkie One World Award, following which he made an historic 37,000-mile flight through 17 countries documenting a series for CBS.

## MANSFIELD SIGNS

### New 7-Year CBS Contract

IRVING MANSFIELD, CBS producer who developed *Arthur Godfrey's Talent Scouts*, has signed a new, seven-year contract with expanded responsibilities to create and produce package programs, it has been announced by Hubbell Robinson Jr., vice president and director of programs for CBS.

Mr. Mansfield produced the Fred Allen program for four years prior to joining CBS on Jan. 1, 1946 as a comedy show producer.

## NBC PROMOTION

### *Campaign Plans Started*

A SPECIAL subcommittee which will fashion a vigorous promotion campaign was formed last week by NBC's Stations Planning & Advisory Committee. The campaign was called for at the affiliates meeting a fortnight ago in Chicago [BROADCASTING, March 7].

At the Chicago meeting, NBC affiliates adopted a resolution committing the network to "accomplish the most aggressive promotion campaign in the history of the industry so that NBC shall further strengthen its position as the nation's No. 1 network."

The subcommittee formed last week includes: Harry Bannister, general manager, WWJ Detroit; J. B. Conley, general manager, Westinghouse Radio Stations; John J. Gillin Jr., president, WOW Omaha; George Thomas, general manager, KVOL Lafayette, La.; P. G. Sugg, manager, WKY Oklahoma City; and E. C. Kelly, manager, KCRA Sacramento, Calif. Representing the network at subcommittee meetings will be: Charles P. Hammond, NBC vice president and assistant to the president; Sydney H. Eiges, NBC vice president in charge of press; and James Nelson, director of advertising and promotion for NBC.

## NARFD

### Names Regional Chairmen

NATIONAL Assn. of Radio Farm Directors has named a group of regional chairmen to guide activities through 1949, as well as heads of various NARFD committees. Simultaneously Sam Schneider, KVOO Tulsa, Okla., was named editor of the association's newsletter, and Herb Plambeck, WHO Des Moines, Ia., historian.

Regional chairmen are: Homer Martz, KDKA Pittsburgh (for the East); Roy Battle, WLW Cincinnati (East North Central); Chris Mack, WNAX Yankton, S. D. (West North Central); Murray Cox, WFAA Dallas (Southwest); Arnold Ebert, KOAC Corvallis, Ore. (Pacific Northwest), and Henry Schacht, KNBC San Francisco (Pacific Southwest).

Top committee assignments went to Hal Totten, WGN Chicago (convention facilites); Mr. Mack (awards); Paul Visser, NBC Chicago (convention program); Mal Hansen, WOW Omaha (membership); Charles Worcester, WMT Cedar Rapids, Ia., and Mr. Schneider (professional guidance); Larry Haeg, WCCO Minneapolis-St. Paul (resolutions); Al Bond, KIRO Seattle (yearbook publication), and Edd Lemons, Oklahoma Extension, Stillwater (extension relations).

## Kleve Kirby

KLEVE KIRBY, 33, NBC Chicago announcer, was killed instantly March 5 in an automobile accident at Wauconda, Ill. George Stone, also announcer at NBC's Central Division, was seriously injured. He is being treated at St. Theresa's Hospital, Waukegan. Mr. Kirby is survived by his wife, Elsie Rose, and two children, Pamela 6, and Kleve Jr. 5.


The Patroon* of the week

**FRANK REED**

*Media Director,*
*HILL, BLACKETT & CO.*
*Chicago*

Frank is recognized as one of the most experienced time buyers in the industry, having been with Stack-Gobel Advertising Agency for 19 years; WIND's sales department; Wm. G. Rambeau; and finally with Hill Blackett for over 5 years. The William G. Rambeau rep today presented Frank with a certificate of membership in the Honorary Order of Patroons and with the deed to a tract of land in the heart of the Patroon country.

*PATROON
*Aristocratic Landholder of the Hudson Valley*

The Fact of the week

**Advertisers have confidence in WPTR because WPTR does not cut rates, double spot or make back door deals. WPTR has one rate card for all and all receive the same careful attention.**

**SOON**
**50,000 Watts**
**Night and Day**

*Represented by RAMBEAU*

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

# RADIO-NEWSPAPERS

## Cooperation Stressed

RADIO and newspapers complement one another rather than oppose each other in many fields of their endeavor, Frank Clarvoe, editor of the San Francisco *News*, told the Second Annual Western Radio Conference in San Francisco.

There are many fields in which radio stations and newspapers can cooperate to the advantage of both and, in a greater sense, to the advantage of the community they serve, he said.

Mr. Clarvoe was principal speaker the second day of the two-day conference [BROADCASTING, Feb. 28].

In other fields where radio and press do face each other on a competitive basis, Mr. Clarvoe said, he believes such competition is healthy for both.

As an example of a community service program of cooperation between radio and press, he cited *World Affairs Are Your Affairs*, aired by KNBC San Francisco in cooperation with the San Francisco *News* and the World Affairs Council of Northern California.

Not only does this program represent successful cooperation between a newspaper, a radio station and a community organization, but it is one of the best of the "discussion" type programs, he said.

He said educational or information programs that merely present information are not achieving what they should achieve. Others that merely strive for controversy are also falling short of their job, he added.

### Impression on Listener

In his opinion it is vital that such programs should be presented in such a way as to make the listener feel he is a participant in the program, not just someone on the outside looking in.

He said he believed that *World Affairs Are Your Affairs* achieves this purpose.

Speaking briefly on the lack of radio news in daily newspapers, Mr. Clarvoe said he was absolutely against taking up news space with a daily radio column.

When a station changes the time of a certain program from 6 to 7 o'clock, he said, the listeners will hear about it on the air, and it does not rate newspaper space.

On the other hand, when something of significance takes place on radio or in the radio industry, it shoud be handled as a legitimate news story in the regular news columns, he believes.

Preceding Mr. Clarvoe on the conference agenda, a panel of educators and radio listeners discussed children's programming.

The panel included Mrs. Clara V. Logan, radio chairman of the 10th district California PTA (an outspoken foe of current children's programs), Howard Pease, author of children's books, and Dr. Mary Layman, child psychiatrist at Stanford U. Hospital.

Paul Speegle, program director of KNBC San Francisco, was chairman of the panel.

Mrs. Logan charged, and was politely corrected on her facts, that a year ago the networks carried an average of 10 sustaining educational programs each. Today, she said, NBC, for example, carries but one.

Mr. Speegle pointed out, for the record, that NBC still carries an average of 10 such programs.

Dr. Layman made the pointed observation that perhaps critics of children's programs are approaching the problem from the wrong end since "most children seem to listen to adult programs and most adults seem to be the greatest listeners of children's programs."

Mr. Pease said that he does not believe there is anything basically wrong with the "plot line" of "cliff-hanger thrillers" for children currently being aired.

But, he said, he believes radio writers should change their emphasis in most such programs.

### Wrong Emphasis

Most current programs, he said, seem to feel the program contains more suspense and appeal when the activities of the bad men are emphasized. He said the story would be just as strong if the good men were emphasized in the dramas.

The Western Radio Conference, an organization of educators, broadcasters and listener groups, hopes to incorporate as a nonprofit organization in the near future. Two paid officers were elected at the conference. They were:

John C. Crabbe, of KCVN Stockton and the College of the Pacific, elected chairman of the board of directors; and Inez G. Richardson, of the Hoover Institute and Library at Stanford U., elected secretary-treasurer.

Radio listeners must be made to feel part of radio discussions and forums if such programs are to succeed either as popular or public service programs, it was argued.

At the first of two days of meetings by representatives of radio stations' educational and listening groups from seven western states, three main speakers discussed the following subjects:

### Roberts Talk

Luke L. Roberts director of education of KOIN Portland, on "Let's Talk About Talk."

William Ladd, associate director of radio programs, U. of Washington, on "The Art of Plain Talk."

Gerald Maulsby, assistant director of public affairs for CBS, on "The Case for Listener Participation."

The speakers said that first and foremost, persons participating in discussion programs must present their view in clear, simple and lucid language.

Mr. Ladd, borrowing from the book by Rudolph Flesch, said the "art of plain talk" is the art of understandable talk.

"Just as good writing does not mean colorful or fancy writing," he said, "so 'good talking' does not mean colorful or erudite talking."

"Splitting an infinitive may bring life to a dead sentence; ending a sentence in a preposition may save a sentence from a fate worse than jargon," he said.

Still using Flesch as a reference, he told the meeting that where grammarians and the man on the street disagree on usage, the grammarians are wrong.

* * *

**AT THE WESTERN Radio Conference in San Francisco (l to r): Gerald Maulsby, CBS assistant director of public affairs; Luke Roberts, director of education, KOIN Portland, Ore.; William E. Minette, director of public affairs and education, KNBC San Francisco; Stuart Novins, director of public affairs, CBS Western Division.**

The job of radio, he said, is to present programs easily understood by the listener. The listener's enjoyment of a program increases or decreases in ratio of his ability to understand and follow the dialogue on the program.

Mr. Maulsby, picking up the argument, pointed out that among the most successful of CBS' "discussion" programs are the *You and* ——— series and *Cross Section USA*.

Both of these programs, he said, are conducted through informal, almost casual, conversation in terms anyone can understand.

"The radio listener," he said, "is at best merely an eavesdropper on most programs where ideas are exchanged.

"Acknowledging that fact, and assuming that listening—real listening—is a kind of participation, examine the various types of debate or argument broadcasts," he said.

His own evaluation:

In most debates utilizing a "panel-of-partisans" the participants are selected for the scrap they'll put up. The result is a free-for-all slugfest providing perhaps diversion for the listener (something Bob Hope or Amos 'n' Andy could do better) but providing nothing of educational value.

In roundtable discussions, the participants "too often communicate with each other in professional jargon that leaves the layman (i.e. listener) out in the cold."

### Take Listeners' Position

In the average panel discussion (as opposed to debate) few moderators recognize that they are the listener's representative on the program and should direct the discussion along lines the listener can best identify himself with.

Documentary programs were discussed at the meeting by a panel headed by Mrs. Richardson.

Panel members included Stuart Novins, director of public affairs, CBS Western Division; Richard Bertrandias, program department, KNBC San Francisco; Edgar E. Willis, San Jose State College; and Stanley T. Donner, department of speech.

The group agreed that documentaries provide a low budget show that can be both a highly popular and effective public service. Particularly the smaller non-network stations can utilize the documentary to advantage in their programming.

## Tax Exemption Sought

REPRESENTATIVE Frank A. Costa (R-Philadelphia) introduced a bill in the House of the State Legislature at Harrisburg, Pa., to exempt television receivers in public places from the amusement tax now required of licensees by the State Liquor Control Board. Philadelphia licensees using television sets now must pay a $120 annual tax in addition to their regular $600 license fee.

# WASH. STATE BAN

## *Crime Show Taboo Suggested*

CREATION of county censorship boards in the State of Washington with power to forbid broadcasting or publishing of mystery and crime programs and material is proposed in a bill (HB-306) introduced in the legislature by Rep. John N. Wilson of Mercer Island.

The bill was referred to the Judiciary Committee. Rep. Wilson says there is a demand for suppression of mystery broadcasts along with offensive and lurid comic books.

Rep. Wilson would set up county boards to examine material and determine if it violates provisions of his proposed law. If a finding of violation is found, the county boards would publish findings with "anyone aggrieved" having the right to appeal to the board for a hearing within 10 days after publication. Otherwise orders become final.

Text of the bill disregards the time element in broadcasting and publishing, requiring advance submission of material for its perusal.

Section 3 of the bill provides:

**It shall be unlawful for any broadcasting company to broadcast, whether as part of a national or regional hookup or otherwise, material which offensively or luridly depicts crime, sex relations, warfare or other material which is unsuitable for children under the age of 18 years and detrimental to their morals, health and welfare.**

Washington State's Initiative 171, permitting liquor-by-the-drink, went into effect March 1 but the State Liquor Board will not attempt to regulate radio broadcasting or advertising. It will expect the industry to police itself, it was said by H. J. Quilliam, president of KTBI Tacoma and president of the Washington State Assn. of Broadcasters, following a meeting of the association's directors with the Liquor Board in Olympia.

Meeting with the Liquor Board was only one of several important activities undertaken by the WSAB directors in Olympia. The group met also with Gov. Arthur B. Langlie, who discussed with the broadcasters the state's revenue problems.

The Governor has proposed a 2% income tax, and if this is not passed or is declared unconstitutional, Mr. Quilliam said there is a good chance that the Gallagher Bill (HB 215), taxing radio stations and newspapers on their sales, would be actively considered.

Another bill introduced into the State Legislature and discussed by WSAB officials with members of the House Judiciary Committee, would bring Washington's libel provisions in line with the requirements of the FCC Port Huron decision. Under present state law, broadcasters are liable concerning the content of speeches by political candidates.

Last year's confusion under Daylight Saving Time in the State of Washington [BROADCASTING, May 31, 1948] would be minimized under a bill developed by WSAB. The measure neither requires nor prohibits Daylight Saving Time, but specifies that if any city, county or other section of the state adopts the "fast" time, the schedule must conform to the national pattern as set by New York City. This would ameliorate the problem created in Seattle, whose citizens in the last election voted DST for their community, but specified different dates from those governing the eastern area.

WSAB directors' action on pending measures was reported to association members in a letter from Carl Downing, manager of the Washington State Radio News Bureau, who forwarded the suggestion that the broadcasters make their attitudes known to members of the legislative committees.

## KFAB CONTEST

### Station Honors Macdonald

KFAB Omaha is offering $11,000 in prizes in a farm service contest honoring station's farm service director, William E. Macdonald, who has been in radio since 1926. Station officials estimate that more than $40,000 in radio time will be turned over to the "Thanks to Bill Macdonald" campaign.

Mr. Macdonald

First prize winner among contestants who write in 50 words or less "What KFAB farm service program I listen to most, and why" will receive a 1949 Dodge truck equipped with Obeco livestock and grain combination body. Other prizes, most of them of particular interest to farmers, include a second prize of two pedigreed South American chinchillas valued at more than $1,200.

Entries close March 19. When winners are announced about April 1 an entire broadcast day will feature Mr. Macdonald dramatizing high spots in his career, which began at KFNF Shenandoah, Iowa. Mr. Macdonald has been with KFAB since 1942.

Results of the contest will be published in booklet form for national distribution to timebuyers, KFAB announced. In addition to radio, the station is using "outstate" newspapers and two-color ads in *Nebraska Farmer*. This phase of promotion is being handled by the Harold E. Roll agency.


THAT YOUNG MAN WITH THE TUNES

JIMMY YOUNG'S "AFTERNOON HIT PARADE"

Selling with Songs - - Saturdays 5:30 p. m. to 5:45 p. m. CST

| WHHM | Sta. B | Sta. C. | Sta. D. | Sta. E. | Sta. F. |
|---|---|---|---|---|---|
| 6.3 | 3.3 | 1.9 | 1.9 | 1.5 | 1.1 |

Source: Hooper Continuing Measurement

★ Ask any FORJOE & CO. representative

WHHM

*Independent - - but Not Aloof*

Memphis, Tennessee

Patt McDonald, manager

Member of Association of Independent Stations

## After BMB

*(Continued from page 23)*

much of the actual story as earlier drafts (see text of telegram below).

Mr. Feltis told the BMB executive committee that BMB's counsel, along with other tax lawyers, figured chances were good for a favorable revenue ruling. The alternative of halting the ballot mailing was probability the study would die, with station subscribers getting nothing for the money they have been paying since July 1, 1947.

### Answer to Critics

When the telegram was received by broadcasters, they responded with approval of the money transfer. BMB promptly construed this as a dramatic answer to attacks of critics charging that the study was not really needed or wanted.

On the other hand some subscribers complained that the penalty of this action was another three months of payments next year, should the Revenue Bureau's decision be adverse. Others didn't like the way BMB threw the problem at them.

The needed pledges from stations were received well in advance of the 48-hour Wednesday evening deadline, BMB said, calling the response "immediate" and "overwhelmingly favorable." It cited such wired replies as these: "We feel survey should continue, count us in"; "Okay us in"; "We happy cooperate."

Taking the other side, one broadcaster tore into the whole business with a bristling telegram that other opponents declared was a good representation of many broadcaster views. This telegram, sent to Mr. Feltis by W. F. Flinn, general manager of KRJF Miles City, Mont., read as follows:

I don't like your telegram. I don't like the statement therein that payments now made will be forfeited. They may be lost through poor judgment on the part of someone but you nor no one else has any right to say they will be forfeited.

We didn't join BMB on that basis. I don't think you have any right as president of BMB to put this 48-hour bums rush on those who have heretofore contributed to the upbuilding of BMB. Before I add more to the contributions already made I want to see a detailed breakdown of what has been done with our money to date.

You were asked some questions about these financial matters through BROADCASTING magazine not so long ago and you avoided answering every one of them. I think BMB is a good thing and am willing to support it on some business basis, but first of all we of the rank and file membership ought to have all the financial cards laid on the table. We shouldn't be asked to underwrite $100,000 on 48 hours rush notice.

On the other hand BMB received public encouragement from advertiser and agency sources. It viewed these offers of support as an "effective answer" to BMB criticism charging that advertisers and agencies would take the reports only as long as the broadcasters foot all of the expenses but did not consider them of enough value to merit any payment on their own part.

The three network subscribers—ABC, CBS and NBC—agreed to the BMB plan. AAAA announced it would share one-third of any tax liability BMB might be otherwise unable to meet provided its share did not exceed $15,000.

Lowry H. Crites, General Mills vice president, learning of BMB's plight, sent this telegram:

Completion of the BMB study and principle of continuation sufficiently important to General Mills we are willing to underwrite possible tax liability up to $2,000 if you are having trouble getting sufficient station guarantees. Suggest you contact other radio national advertisers since my discussions with many of them lead me to believe they also would be willing and possibly anxious to guarantee BMB second study completion.

Against these endorsements came unofficial complaint from stations that BMB had deliberately held up the bad financial news until possibly 100,000 ballots had actually gone into the mails. This was construed as a club-swinging gesture designed to make it more difficult for station subscribers to reject the transfer of tax funds.

### Financial Charge

The charge that has been made for some time about BMB's finances is that they have been carelessly handled because of bad management and that the regular audited financial reports merely reflect a cash position without regard to approaching commitments during the heavy expense period from now until late summer. The mailing and counting of ballots will consume large sums.

Planning of the present BMB operation is in charge of Dr. Kenneth H. Baker, NAB research director on loan to BMB to supervise the second nation-wide study, and Cortlandt Langley, assistant to the BMB president who will be jointly responsible when Mr. Feltis leaves April 15. At that time his resignation as BMB president becomes effective [BROADCASTING, March 7].

Dr. Baker told the NAB board in February that BMB is loosely organized, is running behind schedule and faces a critical period but that it would survive unless wholesale cancellations develop. He said that BMB, at that time, had a balance of $195,000, with $95,000 set aside for taxes, about $70,000 due March 1 for tabulation, and $30,000 remaining. He described savings of $60,000 on personnel contracts, postage and premiums, effected by slashing of plush operating techniques and adoption of more efficient methods.

The telegram sent by Mr. Feltis last week to all BMB subscribers read:

For over two years we have held $100,000 in cash reserve in event federal income tax case decided against BMB. Case will be decided later this year, legal counsel advises, although we stand good chance winning this case contingency must nevertheless be covered.

Unless we can use this reserve money for getting out and returning 650,000 ballots entire study terminates now. If you will agree underwrite your pro rate share of tax reserve in case we have to call for it later we can now proceed on schedule with measurement. Each subscriber's share will be equivalent three monthly payments.

We believe unlikely we will need to call for this money. However, unless you agree underwrite this amount within 48 hours STUDY WILL STOP. If this happens your payments to date forfeited. Executive committee feels that final decision at this time should be made by subscribers themselves. It is your money that is invested. Please wire consent immediately. Let me re-emphasize this is underwriting agreement only and will not be called unless we lose tax case.

## 'FRIENDSHIP PLANE'

### KLX Funnies Fans Donate Food to France

FOOD DONATIONS from more than 4,000 youthful listeners to Jack Morris' daily funnies broadcast on KLX Oakland, Calif., arrived in France aboard the city's "Friendship Plane" Feb. 15. The foodstuffs, comprising canned goods, oranges and candy, were gifts of the Qoodads, Oakland club, to needy children of that country.

KLX recorded interviews at the time of loading and broadcast them the night of the plane's departure, Feb. 10. On hand to supervise loading of the mercy cargo were Glenn Shaw, KLX general manager; Orvis Nelson, Transocean president, who provided the plane; Howard Gossage, KLX representative who accompanied the food across, and Harmon Shreve, president of Oak Dell Milk Co.

The 2,200 pound shipment was unloaded at Orly Field, outside of Paris, where it was met by officials of Entr'aide Francaise, French relief agency. Foodstuffs were to have been taken to American Army camps near Le Havre for distribution to needy families by school children. Mr. Gossage, who directed distribution, bore credentials from the French consul general in San Francisco and from Mayor Joseph E. Smith, who designated him as official representative of Oakland.

Youngsters of Oakland, Alameda, Berkeley, Richmond and other metropolitan cities contributed the food at a Qoodad Christmas party sponsored by Oak Dell Milk. Included also was $100 worth of candy contributed by Paul Verdier, president of City of Paris department store, San Francisco.

*L to r: Messrs. Shaw, Gossage, Shreve and Nelson supervise loading of mercy cargo for France.*

* * *

## NARND STUDY

### On Wire Services' Reports

A SPECIAL committee of the National Assn. of Radio News Directors is making a detailed study of radio news reports of the nation's press associations. NARND President Sig Mickelson, of WCCO Minneapolis, says the committee will survey all copy filed between March 6 and 12 by the nation's four major wire services. The study is under the direction of Richard Oberlin, WHAS Louisville, Ky., and Sheldon Peterson, KLZ Denver, Col., co-chairmen of the continuing study committee.

NARND launched its survey to determine whether the press associations are serving radio stations adequately.

NARND members participating in the study and their wire assignments are Edward Wallace, WTAM Cleveland (AP); Wayne Kearl, KSL Salt Lake City (AP); Ben Holmes, KOMA Oklahoma City (UP); Dave Kessler, WHAM Rochester, N. Y. (UP); John Murphy, WCKY Cincinnati (INS); Gene Martin, WLW Cincinnati (INS); Tom Eaton, WTIC Hartford, Conn. (Transradio), and Robert Lyle, WLS Chicago (Transradio).


FOR **RESULTS**

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah **WSAV**

630 kc. 5,000 watts Full Time

Represented by Hollingbery

## LAGUNA BEACH

### Danson Gives KTED Plans

FINAL construction on KTED Laguna Beach, Calif., authorized by FCC to operate on 1520 kc with 1 kw day 250 w night [BROADCASTING, Feb. 21], has been undertaken, according to Thomas E. Danson. The station, due to go on the air in early April, is licensed to Universal Radio Features Syndicate, with offices in New York, Chicago, San Francisco as well as Hollywood.

KTED will be billed as the "Voice of the Southland's Riviera," according to Mr. Danson, and will stress music, sports, news and public service programs. Remote broadcasts are also contemplated, including feature dramatizations of famous plays presented by the Laguna Beach Community Players and those engaged in summer stock there.

Station will utilize a three-tower directional antenna, one of which will beam future FM presentations. Collins Radio is furnishing equipment.

## WMOR (FM)

### March 20 Opening Date

TWO-HOUR opener and an all-day open house is planned by WMOR Chicago officials when the city's newest FM station formally takes the air March 20. The fanfare, slated to begin at 4 p.m. CST, will introduce all members of the station's announcing, production and writing staffs during the first hour.

The second portion of the show will include segments of symphony, jazz, news, sports and British Broadcasting Co.'s music and dramatic transcriptions, which WMOR will broadcast exclusively in the area. Continuity for the opening is being written by Jules Pewowar, program director.

WMOR will broadcast from 7 a.m. until midnight daily and from noon until midnight Sunday. Ralph J. Wood Jr. is president and general manager of the station, owned and operated by armed services veterans only. Dave Pivan is chief engineer and Paul Damai is musical director.

## Edwin H. Colpitts

DR. EDWIN HENRY COLPITTS, 77, telephone engineer, whose pioneering led to the development of practical systems of long-distance wire and radio communications and to trans-Atlantic telephone service, died at his Orange, N. J., home on Sunday, March 6. He retired as vice president of Bell Telephone Labs, New York, in 1937, and emerged from retirement shortly before the war to serve with the Anti-Submarine Warfare Division of the National Defense Research Committee. He is survived by his wife Sarah Grace Penney, a son Donald B., and a granddaughter.

## FIRST 15 PACIFIC HOOPERATINGS—Feb.-Eve.

| Program | No. of Cities | Sponsor & Agency | Hooperating | Year Ago Hooperating | +or— | Pos. |
|---|---|---|---|---|---|---|
| Jack Benny† | 6 | American Tobacco (BBDO) | 40.8 | 42.1 | —1.3 | 1 |
| Walter Winchell (2 mos)† | 6 | Kaiser-Frazer (Weintraub) | 36.4 | 29.0 | +7.4 | 4 |
| McGee & Molly | 6 | S. C. Johnson & Son (NL&B) | 28.3 | 32.1 | —3.8 | 2 |
| Horace Heidt† | 6 | Philip Morris (Biow) | 28.1 | 15.5 | +12.6 | 33 |
| People Are Funny | 6 | B. & W. Tobacco (Seeds) | 23.5 | 17.5 | +6.0 | 21 |
| Dennis Day | 6 | Colgate-Palmolive-Peet (Bates) | 20.6 | 12.8 | +7.8 | 43 |
| Bob Hope | 6 | Lever Bros. (Y&R) | 20.3 | 31.6 | —11.3 | 3 |
| Bing Crosby | 6 | Philco (Hutchins) | 20.2 | 15.1 | +5.1 | 35 |
| Groucho Marx Show | 6 | Elgin-American Div.—Ill. Watch Case Co. (W&G) | 19.4 | 10.9 | +8.5 | 54 |
| Phil Harris-Alice Faye | 6 | Rexall Drug (BBDO) | 19.3 | 26.1 | —6.8 | 6 |
| Louella Parsons (2 mos)† | 6 | Andrew Jergens Co. (Orr) | 18.3 | 10.0 | +8.3 | 59 |
| Adv. of Sam Spade | 6 | Wildroot Co. (BBDO) | 18.2 | 19.6 | —1.4 | 15 |
| Radio Theatre | 6 | Lever Bros. (JWT) | 18.1 | 21.1 | —3.0 | 12 |
| My Friend Irma | 6 | Pepsodent Div.—Lever Bros. (FC&B) | 18.0 | 19.2 | —1.2 | 16 |
| The Whistler | 6 | Signal Oil Co. (Stebbins) | 18.0 | 11.2 | +6.8 | 53 |

† Includes first and second broadcasts

## Avco Information

PROPOSED rules changes announced by FCC to expand the Avco advertising theory to most broadcast applications [BROADCASTING, Feb. 28] have been charted in outline form by C. B. Collins of Broadcast Service Bureau Inc., 1025 Vermont Ave., N.W., Washington 5, D. C.

## WFLN (FM)

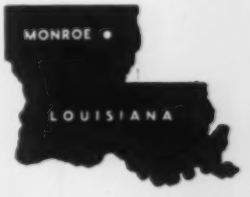
### Goes on Air Today

WFLN, Philadelphia's first all-FM station, starts operations today (March 14). Lawrence M. C. Smith, president of Franklin Broadcasting Co., said the station will be on the air at 95.7 mc seven days a week, 5 p.m. to midnight, broadcasting "good music and good information" somewhat in the manner of the *New York Times*' station, WQXR.

Raymond Green, former production manager of WINS New York, is WFLN manager.

Frank Carter, formerly with WNAR Norristown, Pa., is chief announcer. John Thomas, broadcast engineer of WFIL Philadelphia, is chief engineer.

IT ISN'T how you catch a fish as long as you CATCH HIM! That's the "fishin' formula" of hook-and-line fans in these parts . . . they're agreed that catchin' the fish is the thing! They make sense, too, about their radio listening . . . they want the "fish" not the "flash" . . . that's why the KMLB listening habit is catchin'. In KMLB's one milevolt contour, is a 223 million dollar market extending over 17 parishes in northeastern La., and 3 counties in Ark. Catch your share, sir!




KMLB

MONROE, LOUISIANA

★ TAYLOR-BORROFF & CO., Inc.

*National Representatives*

★ AMERICAN BROADCASTING CO.

5000 Watts Day • 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

## Chicago Conference

*(Continued from page 32)*

"(3) Issue up-to-date reports to clients;

"(4) Learn TV by doing."

M. F. Allison, sales manager of WLWT Cincinnati, declared the advent of TV "encourages the rise of small local agencies." Local stations should develop effective, integrated and inexpensive commercials, he said.

National Television Film Council President Gold agreed with Mr. Roach in denying that TV will "put out of business or even hurt the movies." Each has a function, and television's is to "cater to the moods that keep people at home in the first place."

The first standard exhibition contract, which attempts to standardize film distribution practices for telecasters, will be submitted by the Film Council to the industry for approval before the end of March, Mr. Gold said. All elements of availability, price, lengths and copyrights will be outlined. "Film is going to take an increasingly stronger part in TV programming."

John B. Moser, Chicago broadcasting attorney, discussed legal aspects, recommending an "intelligent legislative program, and, possibly, subsidized research to simplify and clarify the many problems involved." He reminded his audience that the difficulty arises in "attempts of those who are uninformed . . . to interpret and apply established concepts to this new field."

At the closing session, Mr. Stirton, general manager of ABC's central division, announced that the council contemplates a second annual TV conference next year.

Registration list for the conference follows:

Harry F. Albrecht, Crosley; E. E. Alden, WIRE Indianapolis; Dorothy Ayres, Henri, Hurst & McDonald; Spencer M. Allen, WGN-TV Chicago; James E. Anderson, Biggie Levin; Jane Ashman, Ferrin-Ashman; E.E. Alden, WIRE; M. F. Allison, WLWT (TV) Cincinnati; Betty Babcock, Elizabeth Bain, WGN-TV; Sidney Balkin, KLEE-TV Houston; Frank Balkin, Reid Ray Films; Kenneth C. Banes, Wade Advertising; Wells Barnett Jr., John Blair-TV; Palmer Beaudette, Roach-Beaudette; George Bogart, J. R. Pershall Co.; G. A. Bolas, Tatham-Laird; G. W. Bolling and R. H. Bolling, Bolling Co.; Phillip G. Bowman, Young & Rubicam; Jack W. Brand, Bell & Howell; Otto P. Brandt, ABC; Jack Brickhouse, WGN; Vernon Brooks, WGN-TV; Leo Burnett, Leo Burnett agency; Bruce Bryant, Edward Petry; Paul Blair, Ziv Television Productions.

Clair Callihan, Leo Burnett; Bob Campbell, WLS Chicago; Joseph Caro, Earle Ludgin & Co.; Ken Carpenter, All American News; Herman G. Centlivre, Centlivre Brewing Co.; Charles Compton, CBS; William B. Condon, Wade Advertising; Don Cook, WGN-TV; Dick Copeland, National Screen Service; Ted Crofut, Sarra Inc.; Tom R. Curtis, Atlas Film Corp.; Robert S. Collins, United Film Service; Kenneth Craig, McCann-Erickson; Jane Daly, Earle Ludgin; Fay Day, CBS; Lyle DeMoss, WLW; Allen M. Discus, MacFarland-Aveyard; George Diefenderfer, NBC; H. F. Dieter, Foote, Cone & Belding; Robert A. Dobbin, Bert S. Gittins Advertising.

Hugh E. Davis, Foote, Cone & Belding; Madge C. Drake, MacFarland-Aveyard; J. E. Edwards, WLS; Thomas Erwin, Abbott Kimball; Frank G. Eastman, Leo Burnett; J. G. Faraghan, WGN-TV; Monte Fassnacht, WENR-TV Chicago; Holman Faust, Mitchell-Faust; Howard K. Finch, WJIM Lansing; Bill Fisher, Swift and Co.; Dale Fisher, Earle Ludgin; C. Gibson Franks, Chicago Electric Assn.; Howard Funder, WJIM; Chuck Gay; Kircher, Helton & Collett; W. V. George, Canadian Marconi Co.; Harry Goldsmith Jr., Russel M. Seeds; L. M. Goodwin, United Film Service; Ralph Goshen, WIRE.

Charles C. Greene, Doremus & Co.; Edgar N. Greenebaum Jr., Television Shares Management Corp.; Humboldt Greig, DuMont; Thomas Gettelman, Gettelman Brewing Co.; Lloyd Griffin, Free & Peters; Eunice Gibney, Abbott-Kimball; L. D. Griffith, Sherman-Marquette; Kolin Hager, SESAC; John L. Hamilton, British Information Services; E. K. Hartenbower, KCMO Kansas City; George Harvey, WGN-TV; Gordon F. Hayes, CBS; Gerald B. Healey, INS; Jules Herbuveaux, NBC; George J. Higgins, WISH Indianapolis; Jack Hillyer, United Film Services; Arthur M. Holland, Malcolm-Howard; Alfred C. Houser, Agency Service Corp.; Henry A. Houston, J. Walter Thompson; W. G. T. Hyer, Biggie Levin; Vinton H. Hall, Maxon Inc.; Helen Hardin, Rogers & Smith; Fran Harris, Ruthrauff and Ryan; F. R. Harwood, Hugo Wagenseil; Carl Haverlin, Broadcast Music Inc.; John R. Howland, Zenith; Robert Hibbard, WGN-TV.

Hub Jackson, Russel Seeds; Kurt Jadassohn, SESAC; Peter B. James, Weed & Co.; J. S. Johnson, CBS-TV; Lawrence Joselit Jr., Louis A. Smith; Jerry Joss, Olian; Howard Keegan; Fred H. Kenkel, C. E. Hooper Inc.; Kay Kennelly, Olian; Charles T. Kerrigan, C. Wendel Muench; Fred Kilian, ABC; Barbara Knowlson, MacFarland-Aveyard; Tony Koelker, ABC; Joel Kursel, Gettelman Brewing; Larry Kurtze, Service Unlimited; Arthur P. Kane, Kane Advertising; Chicago Mayor Martin H. Kennelly; John R. Lawson, Carl Lawson Advertising; Genevieve Lemper, Foote, Cone & Belding; Ralph W. Liddle, Commonwealth Edison; Norman C. Lindquist, Malcolm-Howard; C. Robert Longanecker, Telepak; Roy Lundy, Carroll Dean Murphy; Charles P. Michaels, Gardner Advertising; James A. Mahoney, MBS; William McGuineas, WGN; Merle Meyers, Russel M. Seeds; Adie Marks, KLEE-TV; Don Meier, WNBQ (TV) Chicago; John Michel, Weiss & Geller; Maid Marion Montgomery, Stubbs-Montgomery; Mrs. Ruth Moore, Community Fund; John Moser, attorney; Ruth Moser, Small Brewers; Howard B. Meyers, NBC; Paul Mowrey, ABC; Richard S. Mulford, Roche, Williams & Cleary; Marvin Mann, Weiss & Geller; Robert H. Moody, WHIO-TV Dayton; Paul McCluer, NBC; Pete McRae, Gettelman Brewing; W. J. McNally, WTCN Minneapolis; Bob McKee, ABC; James D. McTighe, Olmstead & Foley; John H. Norton Jr., ABC; Louis J. Nelson, Wade Advertising; Dick Nichols, Academy of Applied Art.

G. C. Packard, Paul H. Raymer; D. C. Park, WIRE; H. M. Paul, W. D. Lyon Co.; Paul Penfield, Detroit Edison Co.; Daniel Petrie, WOW Omaha; George F. Peterson, WGN-TV; Elaine Phillips, WSPD-TV Toledo; Robert Piggott, Grove Labs.; Manning J. Post, Television Film Production Assn.; Ben H. Potter, Rock Island Broadcasting Co.; Stephen Pozgay, General Electric; Adelle Raven, Carroll Dean Murphy; Sy Reebie, MacFarland-Aveyard; J. Leonard Reinsch, WSB-TV Atlanta, WHIO-TV; George E. Reuter, Jim Handy Organization; Marion E. Reuter, Young & Rubicam; William Rielly, Adam Young; W. P. Rosensohn, Television Productions; Dr. Sydney Roslow, Pulse Inc.

T. L. Rowe, WLS; George Rich, Arthur Meyerhoff; Hal Roach Jr., Roach-Beaudette; Ralph Radetsky, Denver Television Co.; Robert H. Salk, Katz Agency; Lew Sanders, Jones Frankel; J. E. Schenker, Carmen Miranda Enterprises; Frank Schreiber, WGN-TV; Mrs. L. S. Schwartz, Advertising Council; Robert Schwartz, American Picture Co.; James Shelby, McCann-Erickson; Larry Sherwood, Calvin Co.; I. E. Showerman, NBC.; Burt Squire, BMI; John D. Stebbins, Bolling Co.; Hy M. Steed, WLAV Grand Rapids; James L. Stirton, ABC; Harold B. Stokes, ABC; Samuel J. Stone, Service Unlimited; M. E. Strieby, AT&T; E. Sherwood, Admiral; Lester J. Sholty, Maxon Inc.; Mrs. Charles Smith, Barat College.

Dan Thompson, National Safety Council; Russ Tolg, BBDO; S. B. Tremble, KCMO Kansas City; L. E. Tilden, Sherman-Marquette; Evelyn Vanderploeg, Schwimmer & Scott; F. Van Konynenburg, WTCN; J. L. Van Volkenburg, CBS; G. A. Vernon, ABC; L. E. Waddington, Miles Labs.; I. J. Wagner, Olian; R. D. Wahlstrom, Western Union; Alan Wallace, Needham, Louis & Brorby; Fred Weber, WGN-TV; Neal B. Welch, WSBT South Bend; Ralph Wentworth, BMI; Robert B. Wilson, Hill-Blackett; J. B. Woodbury, R. J. Potts-Calkins-Holden; W. L. Weddell, Leo Burnett; Beulah Zachary, J. Walter Thompson; Bob Zelens, John W. Shaw.


"VIC" DIEHM SAYS:

**Get in the Know - Now!**

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact

Vic Diehm c/o WAZL
*or*
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

AFFILIATED WITH NBC - MBS

**WAZL** THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 - Hazleton, Pa.


# FM GRANTS

## *Given Indiana, Washington, N. Carolina Applicants*

ONE NEW Class A and two new Class B FM stations were authorized last week by FCC. Three FM outlets were granted permits to replace authorizations which had expired and two applications were denied additional time to construct their stations.

Princeton Pub. Co., publisher of the Princeton, Ind., daily *Clarion News* and *Democrat*, was granted construction permit for Class A Channel 244 (96.7 mc) with effective radiated power of 1 kw and antenna height above average terrain of 250 ft. Estimated construction cost is $20,700. Firm is owned 98% by Vera M. Scheerer, president.

WCPS Tarboro, N. C., licensed to Coastal Plains Broadcasting Co. Inc., received CP for new class B FM station on Channel 282 (104.3 mc) with 3 kw power and antenna 295 ft. Estimated cost is $17,006, exclusive of land and buildings.

Other Class B permit went to Ellwood W. Lippincott, chief engineer of KELA Centralia, Wash., for new outlet on Channel 260 (99.9 mc) at Seattle with ERP of 2.1 kw and antenna 350 ft. Estimated cost is $11,960, exclusive of land and buildings.

Meanwhile, KWBR-FM San Francisco, owned by Stafford W. and Eugene N. Warner and identified in ownership with Warner Bros. movie interests, was granted a license to cover its CP for Channel 247 (97.3 mc), a Class B facility. FCC earlier had announced that all license renewals would be temporarily extended, pending investigation, for those stations identified with movie firms named by the U. S. Supreme Court for anti-trust law violations [BROADCASTING, Jan. 31].

WCTW New Castle, Ind., owned by the Courier-Times Inc., was granted a CP for Class B Channel 273 (102.5 mc) in lieu of Class A facility previously assigned. New power of 4 kw is specified with antenna 250 ft. Cost estimated for change is $8,860.

Stations granted new CPs to replace expired authorizations were KCLI-FM Los Angeles, KVSM-FM San Mateo, Calif., and KGDM-FM Stockton, Calif. Ohio-Michigan Broadcasting Corp., which received permit for WEAL (FM) Toledo in December 1947, was denied further extension of completion date for the station as was Mrs. Beatrice Cobb for WMGN (FM) Morganton, N. C.

Following FM stations were granted licenses to cover their CPs, but with indicated reduced ERP:

WFBG-FM Altoona, Pa., 3.6 kw; WJHP-FM Jacksonville, Fla., 32 kw; WMBH Joplin, Mo., 70 kw; WNAE-FM Warren, Pa., 490 w; WUSJ Lockport, N. Y. 750 w; WTMJ-FM Milwaukee, 322 kw; KROS-FM Clinton, Iowa, 13 kw; KBON-FM Omaha, 8.7 kw.

## CAB CHART

### Experimental Audit Made

A CHART showing volume of radio advertising used on Canadian stations, broken down into national and local accounts, and into types of advertising, has been released as a test by the Canadian Assn. of Broadcasters. The audit was made late in February from the logs of six Ontario stations by Advertising Research Bureau of Toronto.

The audit was developed in experimental form from conversations over the past six months between CAB officials, advertising agencies and advertisers. CAB officials were impressed by the fact that detailed account information is available for all other media except radio, and that this data is useful to advertisers and agencies.

The chart shows types of accounts, and volume of radio used by spots, flashes and programs, for both national and local accounts. If the experiment meets with approval, CAB plans to develop the chart into a regular service.

## WIBS, WPAB

### Hearings Conducted

HEARINGS by FCC on revocation of WIBS Santurce, P.R., and on license renewal of WPAB Ponce, P.R., involving program issues, have been completed in Puerto Rico, it was reported last week.

Held before Comr. Paul A. Walker, the WIBS proceeding was heard March 4-5 and the WPAB case March 1-3. The FCC also was represented by Walter B. Emery, Broadcast Division attorney, and Robert D. J. Leahy, Bureau of Accounting.

WIBS, charged with misrepresentation of ownership, was granted in early 1947 to Jose E. del Valle [BROADCASTING, Nov. 8, 1948.]. Mr. del Valle never had control of station funds, FCC said, which were advanced by other individuals. WIBS told the Commission the funds were only loans and that there was no delegation of ownership responsibility involved. Mr. del Valle testified there was never any intent of misrepresentation and that he acted in good faith.

Several character witnesses presented in behalf of Mr. del Valle included Jose Ramon Quinones, licensee of WAPA San Juan; Tomas Muniz, manager of WIAC San Juan and president of the Puerto Rico Assn. of Broadcasters; Martin Travieso, chief justice of the Puerto Rico Supreme Court, retired; and Samuel R. Quinones, president of the Puerto Rico Senate. WIBS counsel in the case is Abe L. Stein, Washington radio attorney.

**Program Promises**

The WPAB proceeding involved whether or not promises of program service made by the station in application to FCC have been carried out [BROADCASTING, Dec. 20, 1948]. Certain commercial policies also were considered. WPAB, licensed to Portorican American Broadcasting Co. Inc., was represented by E. D. Johnston, Washington radio attorney.

## WCAR DENIED

### Starting Time Request

NINETY SECONDS are ninety seconds, FCC ruled last week in denying a request of WCAR Pontiac, Mich., for a change in the monthly sunrise-sunset tables to permit the daytime outlet to start operating, during November, at 7:15 instead of 7:30.

WCAR had pointed out that if sunrise in Pontiac were 1½ minutes earlier during November, the the official starting time for that month would be 7:15, under the Commission's method of calculations and also as shown on the station's license.

WCAR objected to the practice of fixing monthly calculations to the nearest 15 minutes, but FCC maintained that the public, stations, and the Commission are all accustomed to 15-minute segments of radio time and that therefore this practice is "completely proper." Further, FCC said, the 15-minute delay in starting time is offset by an equal delay in sign-off.

In other actions relating to the sunrise-sunset table, the Commission (1) proposed to change its listings to show identical sunrise-sunset times at Paducah and Mayfield, Ky., except during January, when Paducah sunrise would be shown as occurring 15 minutes later than Mayfield's; and (2) to change the listings for McKeesport, Pa., to show sunrise in January at 7:45 instead of 7:30 a.m. The Paducah-Mayfield proposal followed a petition by WKYB Paducah claiming the table should be the same for both cities.

Opposition to the proposed changes will be accepted until April 18.

## FCC REPLIES

### To WKRC Appeal

BRIEF supporting FCC's November 1947 decision on favoring WJIM Lansing, Mich., over WKRC Cincinnati in a contest for 550 kc has been filed by the Commission with the U. S. Court of Appeals for the District of Columbia.

The brief answers allegations made by WKRC in an appeal filed with the court from the FCC ruling [BROADCASTING, Aug. 23, 1948]. The Cincinnati station charged that FCC in its decision had in effect improperly modified the WKRC license. The appeal further contended that an FCC memorandum opinion and order "purporting to finally deny" the WKRC application and petition for rehearing "is invalid because a legally constituted quorum of the Commission . . . was not present."

WJIM was granted switch from 250 w on 1240 kc to 1 kw on 550 kc while WKRC was denied switch from 1 kw night, 5 kw day on 550 kc to 5 kw fulltime on that channel.

## CUBAN CHANGES

### Under NARBA Provisions

CHANGES of station assignments in Cuba under the provisions of the North American Regional Broadcasting Agreement were reported last week by FCC. The changes are as follows:

CMBG Vedado proposed switch from 250 w, limited time on 1390 kc to Havana with 15 kw on 690 kc, directional, has been cancelled.

CMJG Camaguey in July is to begin operations on 1000 kc with 1 kw fulltime.

CMHW Santa Clara in August is to switch from 250 w on 800 kc to 1 kw day, 250 w night on 810 kc.

CMAW Pinar del Rio in August is to switch from 250 w on 810 kc to 250 w on 800 kc.

CMCB Havana in August is to switch from 1320 kc to 1 kw on 1330 kc.


in NASHVILLE'S
RETAIL TRADE AREA
People Spend
$1,791,473.69
every day in the year!

1,321,400 people* in Nashville's 51-county trade area spent $654,888,000* in retail stores last year . . . With its 60 BMB counties WSIX covers this rich market . . . And WSIX's programming and service, designed over the years to win a loyal audience, can help make your sales effort pay off!

*projected from Sales Management May 1948

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

## Monopoly Fears

*(Continued from page 23)*

television the Commission does not tolerate standards which permit or promote monopoly control of a new important art which has tremendous propaganda value, and does not fail to take decisive action which would tend to restrain monopoly control or break it up."

The Committee letter contained no reference to FCC's preceding disclosure that it feels the need for a comprehensive network investigation. But there was an indirect slap apparently aimed at the Commission's refusal, in its earlier letter, to recommend legislation requiring TV set manufacturers to warn prospective customers of the chances of set obsolescence.

Presumably referring to the controversial ads run by Zenith Radio Corp. declaring Zenith sets are immune to obsolescence resulting from an opening of UHF television, Sen. Johnson wrote:

"It is alarming to learn that 10 or more very important daily newspapers owning television licenses this week refused advertising which sought to caution the public concerning the usable life of television sets. If, as a matter of truth, the FCC does permit television to develop and expand, many television sets now being marketed will suffer early obsolescence."

### Asks Frank Answers

In posing the new questions Sen. Johnson called for "frank and complete answers," which he hoped "will be of considerable aid to the Committee when it is ready to hold hearings dealing with this problem."

He asked for prompt replies "so that decisions can be formulated" while FCC's TV freeze is on and while "television broadcasting is confined to relatively few of the areas where the allocations in the VHF frequencies have been made."

The first of his three questions called for copies of all FCC rules dealing with applications by "(a) persons convicted or adjudged guilty by the courts of having violated the anti-trust laws, monopoly and/or unfair methods of competition; and (b) persons not convicted or adjudged guilty but whose conduct or operations with respect to the anti-trust laws is such as violates the standard of 'public interest, convenience and necessity' provided by the Communications Act."

An informal, unofficial search of FCC's rules indicated the answer to that one will be: "There are no such rules, specifically." But the Commission was expected to call attention to its Chain Broadcasting Regulations, for example, where the subject of monopoly is dealt with more generally.

The second call was for copies of decisions of FCC or its predecessor Federal Radio Commission which form the basis for grant or denial of construction permits or license renewals to "(a) persons who have been convicted or adjudged guilty of violations of the anti-trust laws; and (b) persons who have entered into a consent decree promising to desist from certain practices charged by the Justice Dept. or by private litigants to be in violation of the anti-trust laws in a court having jurisdiction thereof."

### Anti-Trust Violations

Whatever decisions FCC may be able to furnish it can also refer to its current study of the qualifications of licensees or applicants found guilty of anti-trust violations. Various applications—particularly television—of the major motion picture producers and others are being held up at least temporarily in accordance with this policy.

The final question of the committee stemmed from FCC's statements, in its February letter, that the Commission is aware that industry testimony may be influenced by the witnesses' "present interests"; that the Commission realizes it must be "alert" to avoid giving any particular company undue advantage by virtue of its patent position, and that FCC is currently making a patent investigation of its own.

The committee greeted these statements with "interest and approbation." In the light of these, FCC was also asked to furnish the committee the following:

**a. All memoranda, including interoffice memoranda, prepared by Commission employees for the use of the Commission dealing with data, analyses or interpretations of patents, (particularly television patents) licenses, practices, sale and purchase of patents belonging to others, the practices of patent holders, licensors and/or licensees, or the right to license others thereunder described by the present Standards of Good Engineering Practice of the Commission.**

**(If work is partially completed on some memoranda, data, analyses and interpretations, include all partially completed material and supplement the same when completed. If information in the memoranda is specific as to individuals, persons, or companies, we prefer it in such detail. Please do not hesitate to include staff studies and/or recommendations of any kind bearing in general on such patent matters.)**

**b. all memoranda, including interoffice memoranda, data, analyses or interpretations of Standards of Good Engineering Practice, particularly Transmission Standards, of the Commission upon which the Commission might base additional or alternative standards for both color and additional standards for black and white television in the VHF and UHF bands of frequencies.**

**1. If this information is not available now, please furnish copies of written instructions to the staff with respect to: (a) preparation of such standards; or (b) an analysis of the feasibility of such standards; (c) the direction to search for feasible standards which would avoid favoritism to any particular manufacturing company.**

As another phase of the same request, the committee called for "the names of all Commission employes who are or have been engaged in collecting, compiling, preparing, analyzing and evaluating all such data or memoranda requested . . . identifying each memorandum, etc. by the author or authors."

With reference to the possibility that industry witnesses' testimony may be colored by their own interests, Sen. Johnson suggested that "rule-making procedure before the Commission, as distinguished from your quasi-judicial function, is not unlike a legislative hearing on a bill seeking to correct evils in industry when only industry witnesses testify regarding such practices." He continued:

**In such circumstances, the Congress would seek affirmative testimony by witnesses from government agencies having a factual knowledge of the alleged evils sought to be corrected.**

**Carrying out this analogy, the Commission certainly must have technicians on its staff who are familiar with the development of the art; the licensing of patents; the purchase of patents of others for the purpose of licensing them; and the patent situation in general so that a more factual picture would be developed and presented to the Commission.**

**It is obvious that representatives of industry, manufacturers, broadcasters and applicants who see matters in their own interest first and the public interest last would not be without bias. In securing such a presentation before the Commission, your agency could be more certain that in promulgating rules and standards—including standards of good engineering practice for television—those standards would not foreclose competition and freeze development in the art to the whim and will of whoever may be dominant in the industry.**

## LORILLARD TROPHY

### Offered Winner of Iroquois Steeplechase

*Participating in the presentation of The P. Lorillard Trophy are (l to r) Messrs. Kent, Vir Den and Houghland.*

* * *

THE NAME Lorillard re-entered turf news when The P. Lorillard Trophy was made available for the winner of the Iroquois Memorial Steeplechase. The horse Iroquois was owned by Pierre Lorillard IV, colorful sportsman of the late 1800's, a descendant of Pierre Lorillard, founder of P. Lorillard Co. (Old Gold cigarettes). Iroquois, greatest of all American steeplechase champions, is buried on the picturesque grounds in Nashville where the race will be run May 14.

The P. Lorillard Trophy was presented by Herbert A. Kent, president of P. Lorillard Co., to Mason Houghland of Nashville, president of the Volunteer State Horsemen's Assn. Ray Vir Den, president of Lennen & Mitchell, P. Lorillard agency, took part in the presentation held in New York. The trophy is a gold cup, made in 1813, plus an added $2,500 purse given by Mr. Kent.

COLORADO State Employment Service has awarded KFEL Denver citation for "outstanding service offered to unemployed veterans through *Jobs for GIs*" (Sat. 10:30 a.m.).


*When It's* **BMI** *It's Yours*

*Another BMI "Pin Up" Hit—Published by Duchess*

BEAUTIFUL EYES

*On Records: The Rangers—Regent 136; Bruce Hayes—DeLuxe 1185; Del Casino—Rainbow 10091; Art Mooney — MGM 10357; Irving Fields Trio—Vic. 20-3369; Larry Fotine—Dec. 24579.*

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

## Zenith Squall

*(Continued from page 25)*

competitor and, by implication, inaccurate in stating that other sets will soon become obsolete, it was pointed out.

Dealers, manufacturers and some broadcasters were quick to register protest. In Chicago, J. R. Poppele, president of Television Broadcasters Assn., told the Chicago Television Council that "when the time comes for assigning allocations in the UHF band, FCC and the television industry will draw the lines carefully to avoid the slightest possibility of obsolescence."

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, characterized the incident as much ado about nothing, attributing the ad campaign to Zenith's desperation to sell sets. Hamilton Hoge, president of the U. S. Television Mfg. Corp., said it was one of Commdr. McDonald's "wild" statements. At a luncheon of Electrical Assn. Appliance Distributors in Cincinnati, Stanley Ferger, advertising manager of the *Enquirer*, which ran the ad, noted that in the future any promotion copy on television frequencies will be analyzed more closely.

Strongest dealer reactions, according to *Retailing Daily*, a Fairchild publication devoted to home furnishings news, were observed in Boston, Detroit and Los Angeles. In Philadelphia and Chicago, no immediate effect on sales was reported.

### RMA Declines Comment

Radio Mfrs. Assn. also declined comment on the Zenith controversy now but officials are expected to discuss it thoroughly at the quarterly meeting in Chicago beginning tomorrow (Tuesday).

Meanwhile, B. Walter Huffington, general manager of WSAP Portsmouth, Va., scored what he termed the radio firm's "negative approach to the American system of broadcasting—as a means to promote the sale of (FM) receivers." In a friendly two-page letter to Ted Leitzell, Zenith public relations director, he took exception to the company's FM advertisements.

Commenting on dealer-distributor promotion proposed by Mr. Leitzell and Zenith President E. F. McDonald, Mr. Huffington stated: "Mr. McDonald and any other businessman, who has been in radio for any length of time, should know that any promotional approach, such as . . . used by WEFM, can easily become a trend and develop into a situation which can strike at the very roots of our democratic system of free enterprise. . . .

"When any radio station criticizes the very medium it represents by reflecting upon 'paid commercials,' derides advertising . . . the disparagement of paid spots, and takes a derogatory point of view concerning 'singing commercials'—surely that station is cutting its own throat, and contributing an anti-radio attitude on the part of the general public. . . ."

Mr. Huffington urged the firm to "sit down and analyze your future radio promotions before going further in this same direction." He added: "We feel that it is time for Zenith—and other radio manufacturers for that matter—to decide the answer to this question: 'Whose side are we on?'"

Concluded Mr. Huffington: "We are willing to meet your people half-way in any worthwhile project. However, we feel it is up to Zenith to devise a national promotional plan in cooperation with the radio industry which will highlight the use of commercial radio—not exclusively to other media—but at least on a 50-50 basis. If this is done, in my opinion, you need have no fears as to the cooperation of every FM broadcaster in the country."

## WTPR SOLD

### To New AM Grantee Group

SALE of WTPR Paris, Tenn., by Earl W. Smith, Roy W. McKinney and Parkman R. Feezor for $47,000 to new group identified with Paris Broadcasting Co., new AM grantee there, was reported in transfer papers filed last week with FCC.

### New Applications

Transfers of interests in WCRB Waltham, Mass., and WAPF McComb, Miss., also were reported in new applications seeking Commission consent.

WTPR, 250 w day on 710 kc, was purchased by the new group of 45 individuals because they believe Paris can not support more than one station, FCC was told. Paris Broadcasting would drop its permit for 1 kw daytime on 1270 kc if the transfer is approved.

Details of transactions follow:

**WTPR Paris, Tenn.—Transfer of control from Earl Weeks Smith, Roy W. McKinney and Parkman R. Feezor to group of 45 individuals, majority of whom presently are stockholders in Paris Broadcasting Co., permittee for new AM station there, 1 kw day on 1270 kc, which will be dropped. Consideration is $47,000 less certain liabilities at date of settlement. Principals in new group include: Elroy and Mary Scruggs, 10.6% each; Mrs. Lola Elliott, 18.4%; L. D. and Lucyle Chesemore, 5.3% each; Frank R. Blake, 4.2%. WTPR is assigned 250 w day on 710 kc. Transferees indicated to FCC they believed Paris would not support more than one station.**

**WCRB Waltham, Mass.—Assignment of license from L. P. Liles, Richard C. O'Hare and Deuel Richardson d/b as Charles River Bcstg. Co. to new corporation of same name and composed of same three equal owners. However, application indicated Mr. Liles plans to retire from firm because of health and would sell one-half his 33⅓% interest for $7,500 or full holding for $15,000 to Theodore Jones, WCRB salesman. WCRB is assigned 500 w day on 1330 kc.**

**WAPF McComb, Miss.—Assignment of license from The Southwestern Broadcasting Co. of Mississippi to new partnership of same name and composed of same partners but one. Louis Alford, local attorney, acquires 25% holding of Kenneth Hinton Quin through assumption of obligations totaling some $5,600. Interest of 25% is retained each by Albert Mack Smith, Phillip Dean Brady and J. P. Melvin. WAPF is assigned 250 w day on 1010 kc.**

## RONSON APPOINTS

### Grey to Handle Account

RONSON Art Metal Works, maker of Ronson lighters and Ronson Redskin lighter necessities, has appointed Grey Adv., New York, to handle its advertising effective June 1. The account is said to have a two-million dollar yearly advertising budget. It has been handled by Cecil & Presbrey, New York.

Ronson has been sponsoring *20 Questions* on MBS for the past three years. In addition the lighter firm is also sponsoring the Johnny Desmond show, five minutes on Sundays on MBS and has a TV spot campaign.

## RELAXED CREDIT

### Stimulates Set Sales

RELAXATION of installment credit controls (Regulation W) by the Federal Reserve Board is proving a stimulus to sales of television sets, judging by first reports last week from jobbers and distributors.

TV sets are affected more than broadcast receivers because of their higher average unit cost, according to Radio Mfrs. Assn. Purchasers now making payments under the former rules can apply to creditors for the benefits of the relaxed arrangement, RMA pointed out.

## Equitable Renews

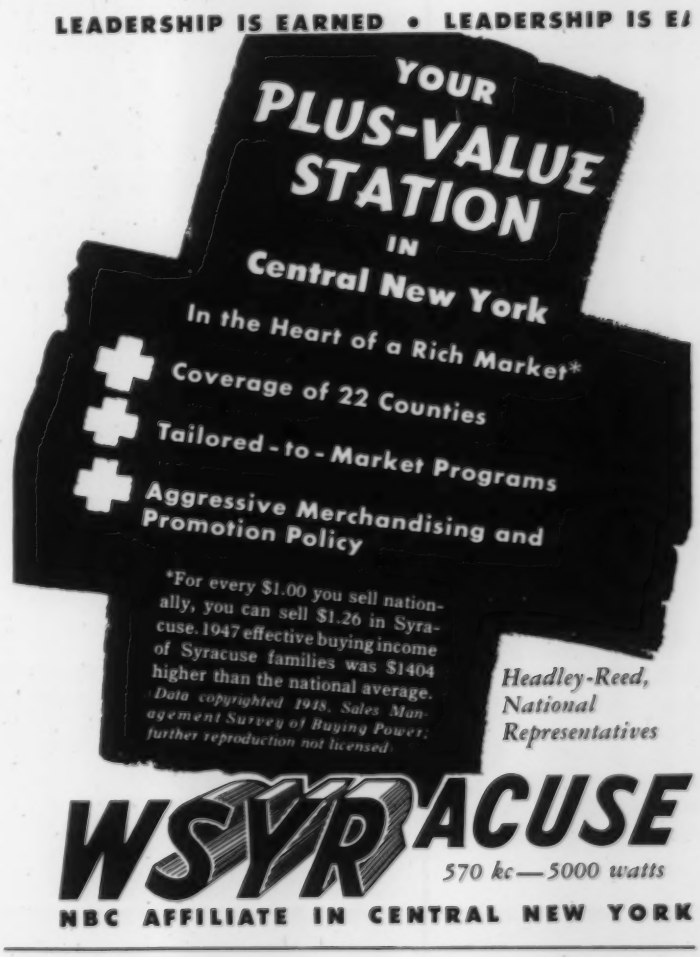
EQUITABLE Life Assurance Society of the United States, New York, has renewed, for the fifth consecutive year, the ABC broadcasts of *This Is Your FBI*. The new contract signed through Warwick & Legler, New York, is effective April 1. The programs are aired Fridays, 8:30-9 p.m., over 260 ABC stations.

## 'AXIS SALLY'

### Found Guilty of Treason

A FEDERAL jury last Thursday found Mildred E. (Axis Sally) Gillars guilty of treason to the United States for her wartime propaganda broadcasts over the Nazi radio.

Miss Gillars, 48, faces a possible maximum penalty of death or a minimum sentence of five years in prison and a $10,000 fine. The death penalty has never been given an American in peacetime. Chief Defense Counsel James J. Laughlin said he would appeal the verdict. He has five days in which to ask for a new trial. Federal Judge Curran may pass sentence at his convenience if he denies the new trial motion.



LEADERSHIP IS EARNED • LEADERSHIP IS E
YOUR
PLUS-VALUE
STATION
IN
Central New York
In the Heart of a Rich Market*
Coverage of 22 Counties
Tailored-to-Market Programs
Aggressive Merchandising and
Promotion Policy
*For every $1.00 you sell nationally, you can sell $1.26 in Syracuse. 1947 effective buying income of Syracuse families was $1404 higher than the national average.
Data copyrighted 1948, Sales Management Survey of Buying Power; further reproduction not licensed.
Headley-Reed,
National
Representatives
WSYR
ACUSE
570 kc—5000 watts
NBC AFFILIATE IN CENTRAL NEW YORK

# PULSE REPORTS

## *Amos 'n' Andy, Benny Tops*

JACK BENNY and Amos 'n' Andy nosed Fred Allen and the Phil Harris-Alice Faye shows out of the top ten listings in New York, Philadelphia, Boston, Chicago and Cincinnati, according to the January-February radio audience reports published by The Pulse Inc., New York.

Period covers first report since the back-to-back programming of Mr. Benny and Amos 'n' Andy on the new CBS Sunday night line-up. Walter Winchell moved from fourth to third place. *Lux Theatre* continued to lead the evening listings.

Average ¼ hour sets-in-use increased over that of November-December, with only Chicago showing a decline. Chicago, however, showed a 50% increase in ¼-hour February television sets-in-use over that of January. The increase is due, The Pulse believes, to the east-west cable's network shows.

**AVERAGE ¼ HR. SETS-IN-USE FOR WEEKS STUDIED**

**Entire Week, 6 a.m.-12 Midnight**

| | Jan.-Feb. 1949 | Nov.-Dec. 1948 |
|---|---|---|
| Cincinnati | 29.3 | 28.4 |
| New York | 25.9 | 20.4 |
| Chicago | 25.8 | 26.4 |
| Boston | 25.4 | 23.2 |
| Philadelphia | 24.1 | 23.2 |
| 5 Areas Comb. | 25.6 | 22.9 |

**TEN TOP EVENING & DAYTIME**

**Evening—Highest ¼ Hr. Rating**

| | Jan.-Feb. | Nov.-Dec. |
|---|---|---|
| Lux Theatre | 25.1 | 23.9 |
| Jack Benny | 23.2 | 23.7 |
| Walter Winchell | 20.0 | 19.8 |
| McGee-Molly | 19.1 | 20.4 |
| Godfrey Scouts | 17.7 | 18.7 |
| Bob Hope | 17.5 | 19.8 |
| My Friend Irma | 17.3 | 16.0 |
| Red Skelton | 16.3 | |
| Amos 'n' Andy | 16.1 | |
| Mr. D. A. | 15.2 | |

**Daytime—5 a Week—Highest ¼ Hr. Rating**

| | Jan.-Feb. | Nov.-Dec. |
|---|---|---|
| Arthur Godfrey | 10.0 | 9.1 |
| Grand Slam* | 8.6 | 8.3 |
| Rosemary | 8.5 | 8.0 |
| Ma Perkins (1:15) | 8.1 | 7.8 |
| Our Gal Sunday | 8.1 | 7.6 |
| Helen Trent | 8.0 | 7.7 |
| Big Sister | 7.9 | 7.8 |
| Breakfast Club | 7.9 | 7.8 |
| Wendy Warren | 7.7 | |
| Aunt Jenny | 7.6 | 7.1 |

**SATURDAY & SUNDAY DAYTIME**

**Highest ¼ Hr. Rating**

| | Jan.-Feb. | Nov.-Dec. |
|---|---|---|
| The Shadow | 9.5 | 8.9 |
| Quick as Flash | 8.1 | 6.9 |
| Theatre of Today | 7.4 | 6.0 |
| Grand Central | 7.3 | 6.2 |
| Let's Pretend | 7.1 | 6.9 |
| True Detective | 6.9 | 6.0 |
| Stars Over Hollyw'd | 6.7 | |
| Junior Miss | 6.6 | 7.1 |
| House of Mystery | 6.3 | 5.4 |
| N. Y. Philharmonic | 6.2 | |

* Four City Average.

### Metropolitan New York
**February 1949**

**Top Ten Evening & Daytime Shows**

**Evening—Highest ¼ Hour Rating**

| | |
|---|---|
| Lux Theatre | 24.3 |
| Walter Winchell | 23.3 |
| Jack Benny | 22.7 |
| Stop the Music | 15.7 |
| Amos 'n' Andy | 15.3 |
| Fibber McGee | 15.0 |
| Godfrey Scouts | 15.0 |
| Theatre Guild | 14.7 |
| Milton Berle | 14.7 |

**Daytime—5 a Week—Highest ¼ Hour Rating**

| | |
|---|---|
| Arthur Godfrey | 9.9 |
| Grand Slam | 8.3 |
| Rosemary | 8.2 |
| Our Gal Sunday | 7.9 |
| Wendy Warren | 7.7 |
| Helen Trent | 7.7 |
| Aunt Jenny | 7.4 |
| Big Sister | 7.3 |
| Ma Perkins (1:15) | 7.0 |
| Dr. Malone | 6.4 |

**Saturday & Sunday Daytime—Highest ¼ Hour Rating**

| | |
|---|---|
| The Shadow | 8.0 |
| Make Believe Ballroom (Sat. a.m.) | 6.7 |
| Metropolitan Opera | 6.7 |
| Cardinal Spellman | 6.7 |
| Quick as a Flash | 6.7 |
| Strike It Rich | 6.0 |
| N. Y. Philharmonic | 6.0 |
| Make Believe Ballroom (Sat p.m.) | 6.0 |
| One Man's Family | 5.7 |
| Juvenile Jury | 5.7 |

### Metropolitan Chicago

**Evening—Highest ¼ Hour Rating**

| | |
|---|---|
| Jack Benny | 25.8 |
| Lux Theatre | 22.5 |
| Fibber McGee | 22.0 |
| Bob Hope | 19.3 |
| Mr. D. A. | 17.5 |
| Duffy's Tavern | 17.3 |
| Godfrey Scouts | 17.0 |
| People Are Funny | 16.5 |
| Life of Riley | 16.5 |
| My Friend Irma | 15.0 |

**Daytime—5 a Week—Highest ¼ Hour Rating**

| | |
|---|---|
| Rosemary | 10.7 |
| Arthur Godfrey | 10.6 |
| Grand Slam | 10.5 |
| Helen Trent | 10.2 |
| Our Gal Sunday | 9.9 |
| Aunt Jenny | 9.5 |
| Breakfast Club (WCFL, WLS) | 9.4 |
| Wendy Warren | 9.4 |
| Ma Perkins (12:15) | 9.1 |
| J. Bentley, News (12:30) | 8.8 |
| Guiding Light | 8.8 |

**Saturday & Sunday Daytime**

| | |
|---|---|
| Grand Central Sta. | 11.5 |
| Theatre of Today | 11.0 |
| Let's Pretend | 10.5 |
| The Shadow | 10.3 |
| Junior Miss | 10.0 |
| Stars Over Hollywood | 9.0 |
| Ozzie & Harriet | 8.8 |
| Nick Carter | 8.8 |
| Detective Mysteries | 8.0 |
| Drew Pearson | 8.0 |

### Metropolitan Philadelphia

**Evening—Highest ¼ Hour Rating**

| | |
|---|---|
| Lux Theatre | 25.5 |
| Jack Benny | 25.0 |
| Walter Winchell | 23.3 |
| Fibber McGee | 21.5 |
| Godfrey Scouts | 19.3 |
| Bob Hope | 19.0 |
| Mystery Theatre | 18.3 |
| Amos 'n' Andy | 18.3 |
| Mr. Keen | 18.0 |
| Mr. & Mrs. North | 17.8 |

**Daytime—5 a Week**

| | |
|---|---|
| Arthur Godfrey | 12.2 |
| Breakfast Club | 10.9 |
| Ma Perkins (1:15) | 9.8 |
| Young Dr. Malone | 9.4 |
| Guiding Light | 9.1 |
| Big Sister | 9.1 |
| For Women Only | 8.9 |
| Rosemary | 8.5 |
| My True Story | 8.2 |
| Our Gal Sunday | 7.7 |

**Saturday & Sunday Daytime**

| | |
|---|---|
| Children's Hour | 13.5 |
| The Shadow | 10.8 |
| Quick as a Flash | 9.8 |
| Stars Over Hollywood | 9.3 |
| Armstrong Theatre | 9.3 |
| Grand Central Sta. | 9.0 |
| Music From Theatre | 8.5 |
| Let's Pretend | 8.3 |
| Favorite Story | 8.3 |
| Quiz Kids | 8.3 |

**Top Ten Evening & Daytime Shows—Metropolitan Cincinnati**

**Evening—Highest ¼ Hour Rating**

| | |
|---|---|
| Bob Hope | 25.3 |
| Fibber McGee | 24.8 |
| Lux Theatre | 24.0 |
| Gildersleeve | 22.5 |
| Duffy's Tavern | 21.8 |
| Walter Winchell (WSAI, WLW) | 21.0 |
| Blondie | 20.0 |
| Mr. D. A. | 20.0 |
| Godfrey Scouts | 19.0 |
| Jack Benny | 18.5 |

**Daytime—5 a Week—Highest ¼ Hour Rating**

| | |
|---|---|
| Stella Dallas | 9.3 |
| Backstage Wife | 9.2 |
| Lorenzo Jones | 8.9 |
| Light of World | 8.8 |
| Widder Brown | 8.7 |
| Life Beautiful | 8.7 |
| Ma Perkins | 8.5 |
| Just Plain Bill | 8.5 |
| Right to Happiness | 8.4 |
| Portia Faces Life | 8.4 |

**Saturday & Sunday Daytime—Highest ¼ Hour Rating**

| | |
|---|---|
| The Shadow | 13.3 |
| House of Mystery | 11.5 |
| Detective Mysteries | 10.8 |
| Quick as a Flash | 10.8 |
| One Man's Family | 10.3 |
| Quiz Kids | 10.0 |
| Nick Carter | 9.3 |
| Dinner Winner | 9.0 |
| Jane Pickens Show | 8.3 |
| Grand Central Sta. | 8.0 |
| Dr. I. Q. Jr. | 8.0 |

### Metropolitan Boston

**Evening—Highest ¼ Hour Rating**

| | |
|---|---|
| Lux Theatre | 30.8 |
| Jack Benny | 25.8 |
| Godfrey Scouts | 22.8 |
| Fibber McGee | 20.8 |
| Amos 'n' Andy | 20.5 |
| Stop the Music (WCOP, WLAW) | 19.1 |
| Bob Hope | 18.8 |
| Mr. Keen | 18.8 |
| Fat Man (WCOP, WLAW) | 18.3 |
| Walter Winchell (WCOP, WLAW) | 18.3 |

**Daytime—5 a Week—Highest ¼ Hour Rating**

| | |
|---|---|
| Arthur Godfrey | 8.9 |
| Breakfast Club (WCOP, WLAW) | 8.3 |
| Ma Perkins (1:15) | 7.8 |
| Big Sister | 7.7 |
| Guiding Light | 7.7 |
| Young Dr. Malone | 7.6 |
| Wendy Warren | 7.5 |
| Grand Slam | 7.5 |
| Our Gal Sunday | 7.4 |
| Aunt Jenny | 7.1 |

**Saturday & Sunday Daytime**

| | |
|---|---|
| The Shadow | 11.0 |
| Quick as a Flash | 10.5 |
| True Detective | 8.8 |
| House of Mystery | 8.0 |
| Let's Pretend | 8.0 |
| One Man's Family | 7.8 |
| Abbott & Costello (WCOP, WLAW) | 7.5 |
| Junior Miss | 7.5 |
| Music in the Air (Sunday, 11:30) | 7.3 |
| Theatre of Today | 7.0 |

**CELEBRATING the 1,000th ride of "Red Ryder" across the Don Lee Network during a party at the Brown Derby, Hollywood, are Brooke Temple (l), "Red Ryder," and Henry Gerstenkorn, Don Lee assistant sales manager. Langendorf Bakeries sponsors program on the Pacific Coast.**

## FCC Travel

*(Continued from page 29)*

ent for most of the hearing, although the attendance of some was interrupted for other commitments. The subcommittee is headed by Rep. Albert Thomas (D-Tex.). Other members: Reps. Albert Gore (D-Tenn.), George W. Andrews (D-Ala.), John Phillips (R-Calif.), and Francis Case (R-S. D.).

The $6,634,000 proposed budget compares with $6,351,000 originally allocated to FCC this year, to which $367,000 was subsequently added to meet salary increases voted by Congress. It would provide for a maximum of 1,382 permanent employes as against the 1,407 maximum permitted under the current budget.

FCC's delegation for the hearing included:

Chairman Coy and Comrs. Rosel H. Hyde, E. M. Webster, Robert F. Jones, and Frieda B. Hennock.

Acting Executive Officer W. K. Holl and Budget Officer Robert Cox.

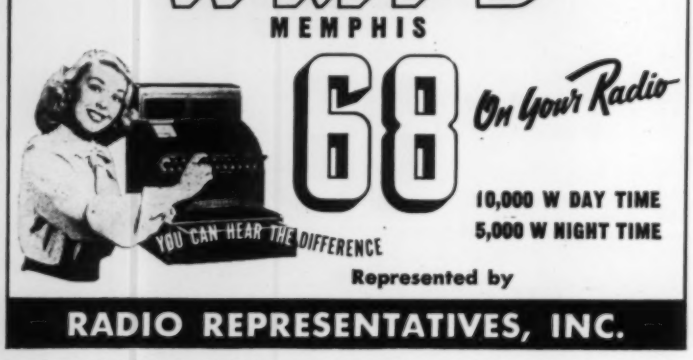
Chief Accountant William J. Norfleet and the following section chiefs in the Accounting Bureau's Economics & Statistics Division: James B. Sheridan, Broadcast Section, and Ted E. McHold, Special Studies Section.

Acting Chief Engineer John A. Willoughby; Assistant Chief Engineers George S. Turner and Marion H. Woodward, and the following division chiefs of the Engineering Bureau: Albert L. McIntosh, Frequency Allocation & Treaty; Glen E. Nielsen, Public Safety & Special Services; E. W. Chapin, Laboratory.

Leo Resnick, an examiner in the Hearing Division.

## Farnsworth Sale

A COMMITTEE of stockholders of Farnsworth Television & Radio Corp. was formed in New York last week to investigate the facts of the proposed sale of the company's assets to International Telephone and Telegraph Corp. A stockholder's suit challenging the transfer is also pending. A meeting of Farnsworth stockholders to pass on the sale has been called for April 14. The IT&T board already has approved the plan.

## CCNY

*(Continued from page 24)*

sponsor, advertising agency or program producer for the year 1948"—promotion of *County Fair*, sponsored by Borden Co., New York.

Frederic W. Ziv Inc., Cincinnati, "for the most effective promotion of a regional or intrastate radio program by a sponsor, advertising agency or program producer for the year 1948"—promotion of *Favorite Story*, syndicated transcribed series, various sponsors.

KLZ Denver, "for the most effective promotion of a local radio program by a 5 to 10 kw station for the year 1948"—promotion of *Knave of Hearts*, public service series on heart disease.

### WGAR Promotion

WGAR Cleveland, "for the most effective promotion of a local radio program by a 50 kw station for the year 1948"—promotion of *Fairyland Theater*, juvenile series sponsored by Clark Restaurant Co., Cleveland.

KTUC Tucson, "for the most effective all-over station promotion by a 100 to 250 w station for the year 1948."

WCCO Minneapolis, "for the most effective all-over station promotion by a 50 kw station for the year 1948."

Honorable mentions for TV achievement during 1948 will go to Foote, Cone & Belding, Chicago, for *Uncle Mistletoe*, sponsored by Marshall Field & Co., Chicago, on WENR-TV Chicago, and to Cecil & Presbrey, New York, for video announcements sponsored by Ronson Art Metal Works, Newark.

Honorable mentions for creating "unusually effective direct-selling programs" will be awarded to Sibley, Lindsay & Curr Co., Rochester, N. Y., for *Dawn Patrol* on WARC Rochester, and to KXLY Spokane for *Farming for Profit*, sponsored by Sears, Roebuck & Co. in that city. Rural Radio Network, Ithaca, N. Y., also gets an honorable mention for *Weather Roundup*, institutional program sponsored by Grange Insurance Companies, Keene, N. H.

For creating programs "unusually effective in station promotion" honorable mentions will be awarded to KWG Stockton, Calif., for *KWG Was There*, and to WNEW New York for *Little Songs about UN*. Mathews Bros. Appliances, Wichita Falls, Texas, gets an honorable mention for "unusually effective promotion of a national radio program," *Mr. President*, ABC program sponsored by Mathews on KFDX Wichita Falls.

Honorable mentions for "unusually effective promotion of a local radio program" go to KLX Oakland, for promotion of its baseball broadcasts last summer; to WING Dayton, for promotion of the Kittyhawk broadcast, sponsored by National Cash Register Co., Dayton; to WMT Cedar Rapids, for promotion of *Sports by Tait Cummins*, with multiple sponsors; and to WNEW New York for promotion of *You Can Lose Your Shirt*, sponsored by Bendix Home Appliances, South Bend, Ind.

CCNY will give honorable mentions for "unusually effective all-over station promotion" to WEEK Peoria, WKRC Cincinnati, WKY Oklahoma City and WLW Cincinnati.

## DUFFY AT CCNY

### To Address March 30 Meet

BEN DUFFY, president of BBDO, will make the main address at the luncheon session of the fifth annual radio-television and business conference of the School of Business of City College of New York, to be held March 30 at the Hotel Roosevelt, New York.

The one-day conference will open at 10 a.m. with four simultaneous panels discussing the present problems and future outlook for sales, programming, research and publicity-promotion. Luncheon session, in addition to Mr. Duffy's address, will include the presentation of plaques for the outstanding accomplishments of 1948 in radio and video programming and in promotion (see story page 24). Afternoon session, convening at 2:30, will deal with "New Frontiers in Radio and Television."

## WBAL APPEALS

### Contempt Case Continues

WBAL Baltimore, found guilty last Monday of contempt of court for broadcasts concerning a confessed murderer, will appeal the decision of Judge John B. Gray Jr., sitting in Baltimore Criminal Court.

Judge Gray fined WBAL $200 for violating Rule 904 of the Baltimore Supreme Bench. Last Jan. 28 the court had fined WITH $500 and James P. Connolly, at that time news editor, $100; WCBM and WFBR $500 each [BROADCASTING, Jan. 31]. WBAL's fine was less because it broadcast that the criminal had a previous criminal record but not that he had confessed to a killing, the court explained.

Karl F. Steinmann, attorney for WBAL, said the case will be carried to the Court of Appeals of Maryland along with appeals of the other stations. WBAL demanded a separate hearing, the other stations having been tried at a joint proceeding.

## Reorganized FCC

*(Continued from page 29)*

sion through the chairman, was recommended.

In assuming all administrative responsibility, the chairman, according to the Hoover commission plan, would "deploy the work force most effectively in order to carry out the program developed by the commission as a whole" and see that "business is dispatched in an orderly manner."

Commission chairmen, under the proposals, would also be the agency's spokesman before Congress and the President.

Chief criticism of the regulatory commissions was that "they become too engrossed in case-by-case activities and thus fail to plan their roles and to promote the enterprises entrusted to their care." This fault was attributed to a "lack of planning."

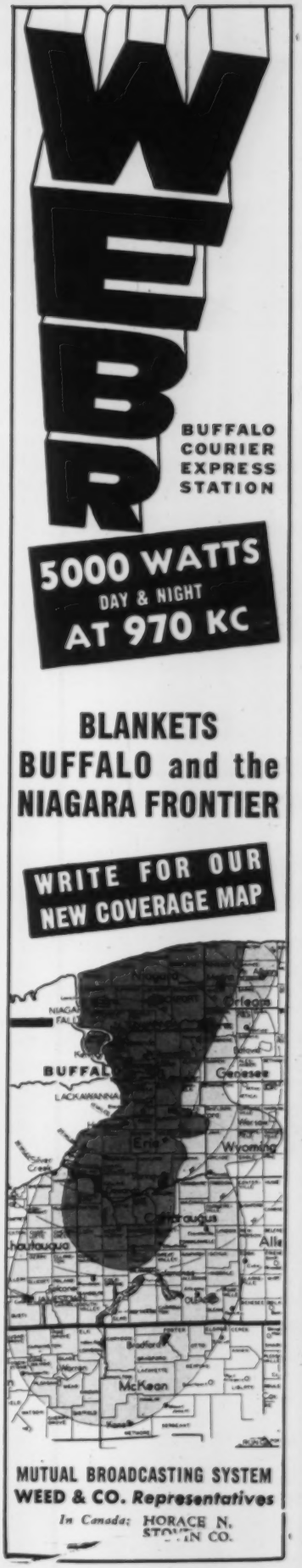
Savings which would be anticipated, the commission said, from effecting its recommendations could not be measured in the normal manner.

"Actually," the report said, the budget of these independent regulatory commissions is small in comparison to the expenditures of the executive departments, amounting in the fiscal year ending in 1949 to only $57,333,000 (excluding Federal Reserve System), exclusive of operating programs. Some reduction in this figure can be made."

Real savings could be found elsewhere though, the commission maintained.

"Delay and inefficiency in regulation involves large costs to the regulated industries themselves which must be passed on to the public by one method or another," it reported.

"Expedition will mean vast savings as well as better justice. Second, the failure to program appriately is costly."



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# WHAS HEARING

## Adjourned to April 4

FCC's HEARING on the proposed $1,925,000 purchase of the WHAS Louisville properties by Crosley Broadcasting Corp. broke off suddenly last Tuesday to give Crosley an opportunity to make new measurements of its WLW Cincinnati.

The adjournment, to April 4, was taken at the request of Crosley counsel after Hearing Examiner Leo Resnick indicated the proffered measurements of WLW would not be acceptable for use in determining the hearing's primary question —degree of overlap between WHAS and the Cincinnati station.

In protesting admission of the offered measurements, Commission Counsel Walter R. Powell Jr. emphasized that most of the older ones had been made with an 831-foot antenna whereas WLW's now is 708 feet. He also claimed they were not made in conformity with FCC's Standards and that they lacked supporting data.

### Crosley Opinion

Duke M. Patrick, Crosley attorney, argued that the measurements were accepted by the Commission in the clear-channel proceeding and therefore should be acceptable for the transfer case.

Mr. Resnick undertook to find some method by which to test the measurements without requiring new ones, but observed at one point that he might be "leaning over backwards" to do so.

"It may be," he said, "that we should allow applicants to present their cases as they see fit and then act upon them as we see fit," rather than have the examiner himself ask questions which would form the basis for admissibility of exhibits.

At another point he expressed a wish that as much attention had been given to development of evidence on the overlap question as had been devoted to other phases where "it was difficult to perceive the relevance."

Measurements of WHAS were regarded as acceptable, after cross-examination of Orrin Towner, WHAS technical director, under whose supervision they were made.

In efforts to support the WLW technical data William S. Alberts, Crosley's chief propagation engineer, presented measurements which he made over the weekend and which he said tended to confirm those proffered. But Mr. Powell insisted that they were incomplete and gave insufficient basis for comparison.

On direct examination, before the exhibits were challenged, Mr. Alberts submitted maps showing that, using his measurements, the overlap ranges from virtually none (on basis of population affected) where the 10-millivolt contours are concerned, to approximately 34% of the population within the two stations' combined 0.5-millivolt contours [BROADCASTING, March 7].

In terms of persons affected, his tables showed 1,275 within the 10-millivolt contour overlap, 617,422 within the overlapping 2-millivolt contours, and 2,177,819 within the 0.5 contours.

### FM Overlap

Crosley exhibits on FM and TV service areas of WLW and WHAS —showing some overlap in FM but none in TV—were accepted.

Crosley's proposed purchase of the WHAS properties is from the Louisville Courier Journal & Times Co., owned by the Barry Bingham family, and includes the 50-kw clear-channel AM station (840 kc), plus FM and TV.

Linked with the case, but actually a separate proceeding, is the WHAS request for more time to complete WHAS-TV. This hearing was completed two weeks ago and could be decided in advance of the transfer decision. But it was uncertain whether Examiner Resnick would choose to prepare his recommendation on one ahead of the other, or to devote the 30-day hiatus to other cases to which he is assigned.

## WJMJ CASE

### Asks FCC for Hearing

SEEKING to preserve its new 1540 kc assignment, WJMJ Philadelphia asked FCC last week to invoke a procedure first enunciated in the court decision which cost it its original assignment on 1530 kc.

The request was made by WJMJ owner Patrick Joseph Stanton in a petition replying to WQXR New York's claim that WJMJ on 1540 kc interferes with WQXR on 1560 kc and that therefore the Philadelphia grant should be reconsidered [BROADCASTING, March 7].

Mr. Stanton claimed that WJMJ, operating under FCC's rules and standards, causes no interference to WQXR's present 10 kw operation and would not interfere with its proposed operation with 50 kw.

His petition, by John H. Midlen of the Washington law office of George O. Sutton, therefore asked that the WQXR request be set down for oral argument on the question of its legal sufficiency.

This procedural step, it was noted, was suggested by the U. S. Court of Appeals for the District of Columbia in the so-called WCKY Cincinnati Case—in which FCC's original grant for WJMJ on 1530 kc was reversed—and later was amplified in the WJR Detroit case (now being appealed by FCC to the Supreme Court).

After oral argument, WJMJ claimed, FCC should deny or dismiss WQXR's petition. WJMJ operates with 1 kw, daytime only.

## WQUA Reorganization

OWNERSHIP of WQUA Moline, Ill. (1230 kc, 250 w), licensed to Moline Broadcasting Corp., has been reorganized but with Bruff W. Olin Jr., president and general manager, still retaining a controlling interest. Mr. Olin said the reorganization is the first step in a program which contemplates expansion to include television. The station's service to the Quad-City area has attracted financial support of prominent local investors, he said, declaring that the reorganization assures continuation and expansion of that service. FCC approval of the transactions is not required since control is not involved.

## High Rates

RADIO writers will cut a stylish figure at a New York theatre party March 17 and 18 when they will preview Barrie Stavis' new play "The Sun and I" at New Stages Theatre. Radio Writers Guild bought out the house for both nights and are selling the tickets to radio-ites at from $3 to $25.


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COMPLETE SCHEDULE
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## TV Won't Kill AM

*(Continued from page 27)*

television immeasurably. They will also go a long way in protecting television's freedom."

In technical sessions, the IRE speakers developed numerous topics of interest to broadcasters. Pulse modulation and ultra high frequencies especially were the subjects of important papers.

Use of city-wide television networks to carry spot news and special current events through the use of a single transmitter to moving picture theatres and other receiving points was foreseen as a development of Pulse systems.

Emil Labin, engineer-director in charge of microwave operations at Federal Telecommunications Lab, Nutley, N. J., said such systems have passed from the theoretical to practical stages. He said connecting of theatre chains was not far off and that not only is intercity communication thus possible but even national and international communication. Pulse modulation is accomplished by "sampling" a program at the rate of millions of times a second and then transmitting the samples for a receiver to unravel. A single pulse station can carry as many as a dozen programs at a time over a single radio spectrum assignment.

Dr. W. M. Goodall of Bell Telephone Labs said by pulsescope modulation television programs are transmitted at the rate of 50 million samples per second.

He said every time the signals are amplified or repeated in a chain of relay stations, "new signals, entirely free of the distortions of the old ones, are created and passed along."

On the effect of UHF on present telecasting, it was agreed by both Philco and DuMont engineers that present sets would not be made obsolete. They disagreed on how soon UHF was a practical commercial possibility.

### Long Wait for UHF

David B. Smith, vice president in charge of research and engineering at Philco, said Philco tests show that commercial UHF television is unlikely for several years. Prime disadvantage of UHF, Philco tests showed, was that power requirements appear to be much greater—four to five times as much power being required as in present TV stations.

Philco considered it probable that it will take at least three years to develop commercial UHF television transmitters with the power output shown to be necessary.

Advantages found in UHF by Philco were said to be that man-made noise, such as from automobile ignition systems, and multipath transmission, cause of "ghosts," have less effect on picture quality than at present lower television frequencies.

### Disagree on UHF

Dr. Thomas T. Goldsmith of Allen B. DuMont Labs said he could not agree that it would take several years to make UHF a possibility.

Both he and Mr. Smith agreed, however, that present sets would not be made obsolete if television were to be given a place upstairs in UHF. Dr. Goldsmith said some set manufacturers could make ready for the change in a matter of weeks and have sets in production in six months. Adapters would be made available for existing sets. Dr. Goldsmith conceded, however, it could be years before the wave-band transition might take place.

Among other subjects covered in papers:

**Television relays**—The Philco-Western Union television relay between Philadelphia and New York was described by William Forster, project engineer of Philco Corp., who said that although the system is passable now, and its operation proves that its principles are useful for inter-city service, "there is room for much improvement." He said signal-to-noise ratio can be improved by a now available higher power klystron mixer and a lower noise figure receiver mixer. Lower distortion terminal equipment also has been built to improve picture quality.

**Marketing**—IRE broke a precedent by holding the first symposium on marketing in its 37-year history. Those contributing: E. H. Vogel, manager of marketing, electronic department, General Electric Co.; O. H. L. Jensen, manager of industrial design, Philco Corp.; Lee McCanne, vice president and general manager, Stromberg-Carlson Co.; W. E. Macke, advertising manager, Zenith Radio Corp.; M. F. Mahony, vice president, Maxon Inc. The latter dealt with major national advertising media, including radio and television.

**Sound in TV**—A TV station might well build up its own library of direct recordings for incidental music in addition to relying on transcription libraries, according to Robert H. Tanner, Northern Electric Co., Belleville, Ontario. On microphone techniques he suggested that since in TV the microphone is further away from the artist, that uni-directional microphones be used to reduce cross pick-up—pick-up of the orchestra for example, on the soloist's microphone and vice versa.

### Power Discussion

**Power**—New method of combining transmitting tubes in groups or clusters, which materially increases the power of television stations operating on UHF (300 to 3000 mc) was reported by G. H. Brown, W. C. Morrison, W. L. Behrend and J. G. Reddick of RCA Labs. Two transmitter tubes, or two complete transmitters, are teamed through a duplexer, which permits the combined outputs of the tubes to be fed into the same antenna, thereby doubling the effective power output without narrowing the width of the frequency band transmitted.

**Antennas**—New television antenna which will receive signals from only one direction at a time and will greatly improve reception of set owners in fringe areas which lie between stations on the same channel was reported by O. M. Woodward Jr., research engineer of RCA Labs, Princeton, N. J. The antenna consisted of an array of four 8-foot dipoles in the form of a square. Direction from which the antenna receives can be changed by flipping a switch near the receiver, said Mr. Woodward.

**Flying** — Television and radar will in 15 years control all-weather flying, Delos W. Rentzel, administrator of Civil Aeronautics, predicted. In the cockpit, the pilot will see a pictorial presentation of everything around him, showing his own aircraft in relation to others in the vicinity, indicating obstructions and even the location of storms and turbulent air.

**Youth**—Radio is still a profession for the young man, I. S. Coggeshall, traffic manager of Western Union, said. Youthfulness of its personnel has made for its adaptability to war, to peace, to television. Most of radio's basic discoveries were made by men younger than thirty, he said.


**MEMO to HELEN WILBUR, Doherty, Clifford & Shenfield:**

The WCKY Dinner Winner show, with a rating of 9.0, was the only local program to make the top ten Saturday and Sunday programs, in the January-February Pulse Survey.

ON THE AIR EVERYWHERE 24 HOURS A DAY

*L. B. Wilson*

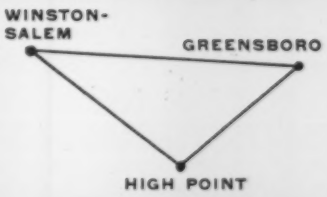
**WCKY**

CINCINNATI

**50,000 WATTS OF SELLING POWER**



NORTH CAROLINA'S GOLDEN TRIANGLE




NO. 1 MARKET IN THE SOUTH'S No. 1 STATE

288,700 People*

$271,683,000. Retail Sales

$410,987,000. Buying Income

* Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.

*Saturated by*

THE STATIONS MOST PEOPLE LISTEN TO MOST!

**WSJS**

AM WINSTON-SALEM FM

THE JOURNAL-SENTINEL STATIONS

**NBC**

AFFILIATE

Represented by

HEADLEY-REED COMPANY

# The Legend of Happy Valley

IN 1614 in the village of Happy Valley, which was located in the land of the Sky Blue Waters, there lived two Indian businessmen. One was named Two Feathers, but the 26 villagers called him Feathers for short. The other was called Three Feathers, but he was known more fondly as Bottle.

Feathers had a lease on South Hill, below Happy Valley. Bottle had a like lease on the North Hill. Now these two Indians, commanding as they did the highest promontories near the village, went into business. They maintained smoke signal fires, both transmitting on clear channels from sunup to sunset. They competed with each other for the attention of the 26 villagers, and they did this in diverse and diverting ways.

Feathers was just an ordinary fellow who had been in the Tomahawk business until he had come by South Hill. He obtained the lease on South Hill by going before the Happy Valley Council and explaining his plan—that he intended to regale the villagers daily with fine entertainment, news bulletins and other enticing fare.

He explained that he would build his signal fire transmitter from wampum he had obtained through sale of his tomahawk business. He stated to the Council that he would support his venture by smoking out short announcements for Happy Valley merchants, who in turn would pay him, Feathers, in wampum for such service. He might, he said, even sell longer periods, or smokegrams, as he called them.

The Council chairman, Big Chief Waynescoyting, looked upon this proposal with some misgiving, but it was decided finally to give Feathers a three-year go to try his plan. He could use South Hill for that length of time—but before he smoked up the landscape following expiration of that period, he would have to come back to the Council and prove that he had lived up to his promises.

"Your license is granted with reservations," the Big Chief said—which didn't mean much to Feathers, since Indians didn't know about reservations back in those days.

* * *

THAT'S how Feathers went into business. He started with just a little fire, and not much smoke, and his smokegrams were pretty deplorable in the beginning. But he soon got the hang of the business, and it wasn't long before 25 of the villagers spent a great deal of their time watching Feathers' signalling from South Hill. Of course the merchants poured a lot of wampum into this venture, because they could see easily how it had captivated 25 of the 26 villagers.

Occasionally the merchants, who thought they owned Feathers' business because they advertised, would go up on South Hill and drop old shoes, tarpaper, birch bark and even stink bombs in Feathers' fire, and he would lose audience for a time. But Feathers, ever resourceful and always patient, would dream up some new smokegrams and recapture his audience of 25.

Now you're probably wondering about that 26th Happy Valleyer who never looked at a Feathers' smokegram. Well, he was our friend, Three Feathers, or Bottle for short. He didn't have time to look at Feathers' smokegrams because he was busy lecturing the villagers. What he was telling them was that they shouldn't look at Feathers' smokegrams because they were not good for villagers, which was a very interesting development inasmuch as Bottle didn't look at them at all. The villagers were puzzled that he should, under these circumstances, know so much about them.

Obviously Bottle didn't get very far with his campaign, for two reasons:

1. Nobody understood quite what he was talking about.

2. Bottle didn't suggest any idea that was better.

Well, you know what happened. Bottle got a three-year lease on North Hill, and announced he was going to start smokegramming which would be exclusively cultural in nature—poetry, excerpts from the classics, and things like that. But most startling announcement of all, Bottle announced that he would take no advertising.

Can you guess what happened? Out of curiosity, the 25 villagers turned their backs on Feathers' smokegrams for about two days and watched this new station operated by Bottle.

* * *

DURING those two days, Feathers—down on South Hill—didn't have much to do, since he didn't have any audience, so he started casing the landscape and lo and behold off in the distance, miles from Happy Valley, he saw smoke gently wafting into the air. He studied this phenomenon for a time, and they started signalling. In no time at all, he had made connection with this other smokegrammanager who in turn was, it developed, in smoketact with other smokecasters to the East.

In just two days, then, the 25 villagers, pretty well filled with culture, turned back to Feathers' station on South Hill—and what did they see but a news report, delivered in staccato puffs, by Six Feather Wincharger direct from Manhattan. The Great Smoky Network had come to the land of the Sky Blue Waters!

This should be the end of the story. It should be a beautiful, memorable ending, in the true tradition. But, alas—it is not the

**THESE words of wisdom were spoken last Friday at the AWB Chicago convention by Robert K. Richards, director of public relations and publications for the NAB.**


WOC

FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad - Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernie Sanders, Manager

DAVENPORT, IOWA

FREE & PETERS, INC., National Representatives

end. Indeed, it is hardly the beginning.

Needless to say, Bottle off on North Hill didn't even last out his three-year license term. He had no revenue to buy kindling, thus no fire, consequently no smoke. He became, did Bottle, nothing but a vestige, and his enterprise—cold ashes.

So Feathers, that advertising smokecaster, grew and prospered, and at least 25 villagers paid his endeavor great heed. But one day, oh the insolence of office, one day the village of Happy Valley passed an ordinance—an anti-smoke ordinance.

* * *

WELL, friends, that was the end of smokecasting in the land of the Sky Blue Waters. Two beds of cold ashes, that's all.

The last broadcast over WSOB—those were the call letters of Feathers' station, and they meant "Waters, Sky of Blue"—the last broadcast was from Six Feather Wincharger, directly from Manhattan. All he said was:

"The Paley-faces have landed."

That was enough.

## AWB

*(Continued from page 30)*

Wynn Hubler Speece, WNAX Yankton, S. D., rural; Marie Houlahan, WEEI Boston, publicity, and Dorothy Lewis, United Nations, public interest.

The delegates attended a fashion tea Thursday afternoon followed by a cocktail party and buffet supper as guests of J. Walter Thompson agency.

At a closed afternoon meeting Friday, A. D. Willard Jr., vice president of the NAB, presented a proposed plan for reorganization of the AWB as a department of NAB. Plan has been approved by both the NAB and AWB boards, and calls for AWB election of 17 chairmen, each from an NAB district. From these, the NAB president would select seven to serve as chairmen of women's departmental activities.

## PM ADS SCORED

### Smoking Lure Claimed

AN ATTACK on the Philip Morris sponsorship of Horace Heidt, alleging that the program is a device to lure youth into cigarette smoking, will be published in the April issue of the *Christian Herald*, a non-denominational and non-official publication of the Protestant Church.

The program, now in its second year, is *Original Youth Opportunity Show*, and presently occupies the Sunday NBC time vacated by Jack Benny, 7-7:30 p.m. Its purpose is to "discover" young talent.

Attorneys for Mr. Heidt told BROADCASTING they would ignore the article, labelling it "a tempest in a teapot." NBC had no comment.

## BBDO

### Markman, Pope, Vieth Dillon Made VP

Mr. POPE Mr. DILLON Mr. MARKMAN Mr. VIETH

FOUR MEN were elected vice presidents by the board of directors of BBDO New York, at the agency's annual meeting. They are: Paul Markman and Bayard Pope Jr., both account group heads in the New York office. Mr. Markman has been with the agency since 1945 and Mr. Pope since 1939. Also elected were Harry P. Vieth, account group head in the Pittsburgh office, who has been with BBDO since 1935, and Thomas A. Dillon, account executive in the agency's Los Angeles office, who joined in 1938.

## OHIO MEETINGS

### Speakers Announced

MANY top-ranking authorities on radio, retail advertising, ad copy, television, advertising research and management will be among the speakers at the Ohio State U. fifth Advertising and Sales Promotion Conference and second Television Seminar. The sessions will be held March 17 and 18 in Columbus at the Fort Hayes and Chittenden hotels.

Conference theme will be "Advertising in a Buyers Market." The event is sponsored by Ohio State U. in cooperation with the state's advertising organizations.

Included among the speakers are:

Norwood Weaver, vice president, A. C. Nielsen Co., whose topic will be research; Gerald H. Carson, vice president and copy director, Kenyon & Eckhardt, New York, on copy; George W. Wallace, television and network sales promotion manager, NBC, New York, on radio; Maurice B. Mitchell, director, department of broadcast advertising, NAB, on radio.

Dr. Vergil D. Reed, associate director of research, J. Walter Thompson Co., on research; George L. Moskovics, manager of sales development for CBS television, on television; William E. Burnett Jr., advertising director, GE, Cleveland, on television; Thomas R. Gettelman, vice president, A. Gettelman Brewing Co., Milwaukee, on television; E. Y. Flanigan, managing director, WSPD-TV Toledo and president of Ohio Assn. of Broadcasters, on television, and Marion Harper Jr., president, McCann-Erickson, on management.

## REC NOMINATES

### Burkland for Presidency

CARL BURKLAND, general manager of CBS Radio Sales, was nominated last week for the 1949-50 presidency of the New York Radio Executives Club. A vote of the membership, to be held May 5, is considered a formality as all candidates will run unopposed.

Nominated for vice president of the club was Gordon Mills, business manager of the radio and television department of Kudner Advertising Agency. Lewis H. Avery, president of Avery-Knodel, station representative firm, and incumbent treasurer of the club, was nominated to succeed himself, and Claude Barrere, head of his own talent firm and radio consultant to City College of New York, was nominated to continue his long-held post as club secretary.

## NEWS PROTECTION

### Ark. Enacts, N. Y. Defeats Law

LAW to protect radio newsmen who refuse to disclose sources of information, just as lawyers and doctors are protected, was enacted in Arkansas last week but defeated in New York State.

Arkansas became the first state to extend the privilege to radio and television newsmen just as newspapermen are protected in the state. Ten other states still have laws protecting newspapermen but not including radio. NAB has endorsed efforts to remove this discrimination. Thirty-seven other states lack privilege laws protecting mass media. The Arkansas legislation was called the Garner Bill after Sen. Pat Garner, general manager and news director of KFPW Fort Smith, Ark., who introduced the bill.

The New York bill, introduced by Sen. Thomas C. Desmond, had been prepared for the legislature by the Law Revision Commission which felt the immunity could be safely given in view of the bill's safeguards. Democratic legislators joined with a number of Republicans in defeating the bill in the Senate by a 36-18 vote.

Sen. Desmond obtained reconsideration and the bill was laid on the table but feeling in Albany was that it probably would not come up again at this session.


The Other Day...

An Agency Man Said:

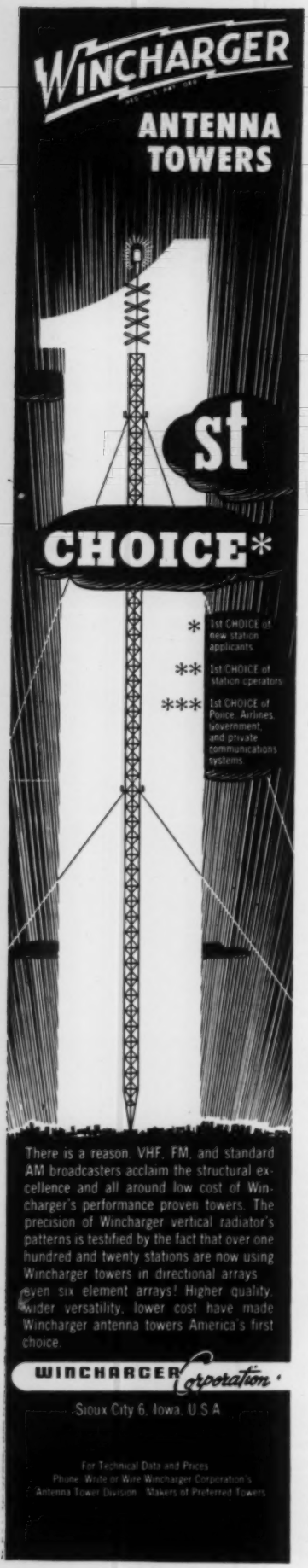
"Sure, I know that WIOD has top NBC shows... but, I also know about the swell local program and promotion job the station does. It's this excellent *combination** that sells *me!*"

*Ask our Reps--maybe it'll sell YOU.

WIOD
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers


WINCHARGER
ANTENNA TOWERS
1st
CHOICE*
* 1st CHOICE of new station applicants.
** 1st CHOICE of station operators.
*** 1st CHOICE of Police, Airlines, Government, and private communications systems.
There is a reason. VHF, FM, and standard AM broadcasters acclaim the structural excellence and all around low cost of Wincharger's performance proven towers. The precision of Wincharger vertical radiator's patterns is testified by the fact that over one hundred and twenty stations are now using Wincharger towers in directional arrays even six element arrays! Higher quality, wider versatility, lower cost have made Wincharger antenna towers America's first choice.
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# TRAVEL SPOTS

## Budgets Hitting New High

TRAVEL, transportation and travel services are using radio spot announcements to an unprecedented extent this spring.

For the third successive year the Ask Mr. Foster Travel Service Inc. through Willard G. Myers Adv., Philadelphia, has placed a 26-week spot campaign on 14 stations. Schedule begins on March 23, once weekly, on WQXR New York WHDH Boston, WHK Cleveland, WKBW Buffalo, WCAU Philadelphia, WJJD Chicago, KMPC Los Angeles, WDGY Minneapolis, WJAS Pittsburgh, KGO San Francisco, KING Seattle, WMAL Washington, WIOD Miami.

Also, New York, New Haven and Hartford Railroad has turned to radio to promote the new Merchants Limited train between New York and Boston and its generally speeded-up service by buying weather reports on WQXR New York, WICC Bridgeport, WELI New Haven and WNLC New London. The four-week contract, effective March 1, was placed by St. Georges and Keys, New York.

Sicily, through its recently appointed agency, Gotham Adv., in New York, is also using spots to promote travel to the island, slanted toward springtime vacationing. The campaign will run for four weeks on WQXR and WOR New York. Spots will also be used in Buenos Aires and Sao Paulo, Brazil.

## STATIONS QUIT

### KABR, 3 FM Outlets Fold

KABR Aberdeen, S. D., regional outlet and MBS affiliate established in 1935, advised FCC last week that it was turning in its license April 1 for "economic reasons."

Meanwhile, the Commission last week approved deletion of three more FM outlets to swell the total of FM drop-outs this year to 27.

KABR, licensed to Aberdeen Broadcast Co. and assigned 5 kw on 1420 kc, in a letter signed by H. C. Jewett Jr., president, told the Commission the firm's stockholders have voted to liquidate the corporation. The letter continued, "For the last few years the station has been operating at a loss and it is our belief that the outlook for the future is no brighter." It was stated the "tangible assets" of KABR would be sold to KSDN Aberdeen, established last year. No figure was given for the consideration involved in the sale. KSDN is assigned 1 kw on 930 kc.

The FM outlets dropped last week were WBCO Detroit, KIOA-FM Des Moines and KECK-FM Odessa, Tex. WBCO, owned by Woodward Broadcasting Co., was dropped because of failure to secure a companion AM station for which a request has been long pending and which has been held up in the clear channel case. KIOA-FM, owned by Independent Broadcasting Co., cited prospects of high construction cost and several years of non-profitable operation as reasons for withdrawal. KECK-FM is owned by Ector County Broadcasting Co.

## Pay Raise Bill

A TOTAL of 250 top government officials, including FCC and FTC commissioners, would receive pay raises under a bill favorably reported March 10 by the Senate Civil Service Committee. As reported the measure would provide salaries of $16,000, as compared to the Commissioners' present $10,000.

## JULES DUNDES

### Named to KQW Post

APPOINTMENT of Jules Dundes as director of sales and sales promotion for KQW, Columbia - owned station in San Francisco, was announced today (March 14) by Arthur Hull Hayes, CBS vice president in charge of San Francisco office. Mr. Dundes will assume his new duties on April 15 or as soon as a successor to his present post as advertising and sales promotion manager of WCBS New York is named. Myron Elges will continue in his present capacity as sales manager of KQW, Mr. Hayes announced.

Mr. Dundes

Mr. Dundes joined the CBS promotion department in January 1936. In 1940 he was named to his present post, advertising and sales promotion manager for WCBS, then WABC. He previously had been a member of the staff of the New York *Post*.

## HICKOK SUPPORT

### Sends Local Promotion Kit

TO BUILD local radio advertising support, the Hickok Mfg. Co., Rochester, N. Y., is distributing to nearly 13,000 retail stores a "complete-package - promotion advertising service."

It includes mats for newspaper advertisements ready - to - put - up counter displays and suggested radio commercial copy. It was prepared in portfolio form by Kastor, Farrell, Chesley & Clifford, New York, and represents the first large-scale effort by Hickok to advertise its products in dailies and over local stations. Forty-four spot announcements are included for local broadcasts.

## Upcoming

March 23: FCC hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
March 23-25: Assn. of National Advertisers spring meeting, The Homestead, Hot Springs, Va.
March 26-27: Mississippi Broadcasters Assn. meeting, Gilmer Hotel, Columbus, Miss.
March 29: Wander Co. hearing before FTC continues, Cleveland, Ohio.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.
March 30: CCNY awards luncheon, Roosevelt Hotel, New York.
March 31: Radio Pioneers annual banquet, Toot Shors, New York.
April 1: FMA Clinic on FM Time Sales, New York.
April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 2-3: NARND board of directors meeting, Chicago.
April 4: WHAS Louisville transfer hearing resumes, FCC Hdqtrs., Washington.
April 4-8: Society of Motion Picture Engineers annual convention, Hotel Statler, New York.
April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13 Management sessions).

## BROADCAST FEE

### For Tourney Games Is Out

BOARD of control of the Washington State High School Athletic Assn. has reversed an earlier decision and will not charge stations $15 each for right to broadcast state high school basketball tournament games. Tournament opens March 16 at the U. of Washington.

Board's action followed a meeting March 5 with representatives of the Washington State Assn. of Broadcasters. The Broadcasters take the position that a tax-supported school cannot charge for broadcasts.

Besides eliminating the charge for AM broadcasts of the games, the board cut from $1,000 to $200 the charge for telecasting them.

Play-by-play on all tourney games will be fed to interested stations, according to H. J. Quilliam, KTBI Tacoma, president of the state broadcasters' group. KMO Tacoma will serve as clearing house and handle traffic and billing. Schedule calls for broadcasting some 30 games in four days.

## Wynkoop Elected

REAR ADMIRAL T. P. Wynkoop, who retired from the U. S. Navy March 1, was elected president of Radiomarine Corp. of America, it was announced Friday. In the Navy 34 years, he was graduated from Annapolis in 1918 and in 1922 obtained a master's degree from Massachusetts Institute of Technology. During World War II he was production officer at Naval Shipyard, Norfolk, where he supervised construction of the aircraft carriers *Tarawa* and *Lake Champlain*.

## Feature

*(Continued from page 14)*

and secondly there is no better place to watch people and keep an ear out for dialogue.

Among his numerous writing credits are such series as the Ginny Simms show (Philip Morris) for which he went to Hollywood for 13 weeks in 1944 and has been there ever since. He has done *The Adventures of Philip Marlowe, Hollywood Star Time* (Frigidaire). From New York he did the *Philip Morris Playhouse* in '43; *We Who Dream* and *The Dr. Fights Back*, both wartime series; *John & Kermit* and *County Seat*, the latter two developed for CBS dealing respectively with a young doctor and a young pharmacist.

Though born in New York, Milton Geiger grew up in Cleveland and was graduated from Western Reserve U. in '29 with his pharmacy degree. Until he thought he could write for radio eight years later, his only pen attempts had been for pharmacy publications.

Following his first sale in 1937, Mr. Geiger played a cautious hand when it came to giving up his job as a pharmacist. During the next three years he amassed a total of something more than 20 writing credits and it was only by commuting back and forth between Cleveland and New York that he was able to keep his oar in. Finally in '41 he became convinced that there would be enough steady work if he shifted to New York permanently. After building his reputation in New York, the Hollywood assignment was only a question of time.

## AER CONTEST

### Entry Deadline March 30

ASSOCIATION for Education by Radio has advised colleges that March 30 is the closing date for student script writers to submit entries in its radio script contest. Total of $1,000 in prizes is being offered to contest winners by Audio Devices Inc., the National Safety Council, WJJD Chicago, the World Book Encyclopedia and the School Broadcast Conference.

In most of the contest classifications the first prize is $25 and the second prize $15. The Harold W. Kent award, a $100 prize, will go to the writer of the best script on American history. A $100 first prize and other prizes of $60, $40 and $25 are offered for top-rated scripts for home or school.

Other contest classifications include: Original dramatic script, dramatic adaptation, non-dramatic script for one voice, non-dramatic script for more than one voice, dramatic script on safety, script with most novel approach to subject of safety, talk on safety and round-table discussion on safety. Sherman P. Lawton, coordinator of radio at the U. of Oklahoma, is contest chairman.

## March 4 Decisions . . .

**ACTION ON MOTIONS**
**(By Commissioner Jones)**

**WEMB San Juan, P. R.**—Granted petition to amend application to show change in name of applicant to Angel Ramos d/b as El Mundo Bcstg. Co.

**WTOP Washington, D. C.**—Granted request to substitute WTOP Inc. as intervenor in consolidated proceeding in lieu of Columbia Bcstg. System Inc.

**WROM Rome, Ga.**—Granted petition to dismiss without prejudice application.

**WSCR Scranton, Pa.**—Granted petition for leave to amend application to show minor stock changes.

**KAKC Tulsa, Okla.**—Granted petition to reopen record in consolidated proceeding to accept stipulation relative to interference situation between KAKC and Commission's monitoring station at Broken Arrow, Okla.

**KLIK Escondido, Calif.**—Granted petition to accept late appearance in re application.

**Hamtramck Radio Corp., Hamtramck, Mich.**—Granted petition for leave to take depositions in re application.

**Booth Radio Stations Inc., Saginaw, Mich.**—Granted petition to extend time to file reply to petition of Lake Huron Bcstg. Co. requesting reopening of record and time was extended to March 17.

**Hope Productions Inc.**—Granted petition to dismiss without prejudice application for consent to transfer of control of WHAS Inc.

**WLAQ Rome, Ga.**—Commission on own motion continued hearing scheduled for March 7 to March 24 at Rome, Ga.

**Frequency Bcstg. System Inc., Shreveport, La.**—Granted petition for continuance of hearing presently scheduled March 10 and said hearing was continued indefinitely, pending action on supplemental petition for reconsideration and grant.

**KWBU Houston, and Carr P. Collins Jr., Corpus Christi, Tex.**—Granted petition for continuance of hearing scheduled March 7 to April 11 at Washington.

**WKRT Cortland, N. Y.**—Commission on own motion continued hearing on application presently scheduled March 3 to March 18 at Washington.

## March 4 Applications . . .

**ACCEPTED FOR FILING**

**AM—680 kc**

**WISE Asheville, N. C.**—CP change from 1230 kc 250 w unl. to 680 kc 10 kw-D 1 kw-N unl. DA-2, change trans. site.

**AM—910 kc**

**WJIG Tullahoma, Tenn.**—CP change from 740 kc 250 w D to 910 kc 250 w-D 100 w-N unl.

**License Renewal**

License renewal applications were filed by following AM stations: KMJ Fresno, Calif.; WDLP Panama City, Fla.; KALB Alexandria, La.; WJMS Ironwood, Mich.; KFRM Kansas City, Mo.; KOH Reno, Nev.; WMUR Manchester, N. H.; WGR Buffalo, N. Y.; WIAC San Juan, P. R.; WETB Johnson City, Tenn.; WFAA Dallas, Tex. (570 kc); WKLV Blackstone, Va.; WEAU Eau Claire, Wis.

**Modification of CP**

**KRNT-FM Des Moines**—Mod. CP new FM station to change ERP to 276 kw. ant. height above average terrain to 578 ft., change trans. site and specify studio site.

**WTBO-FM Cumberland, Md.**—Mod. CP new FM station for extension of completion date.

**KFVS-FM Cape Girardeau, Mo.**—Same.

**WNOI Oak Park, Ill.**—Same.

**KNX-FM Hollywood, Calif.**—Same.

**WBLK-FM Clarksburg, W. Va.**—Same.

**WHK-FM Cleveland**—Same.

**WHKC-FM Columbus, Ohio**—Same.

**WQAN-FM Scranton, Pa.**—Same.

**WJPA-FM Washington, Pa.**—Same.

**WDOD-FM Chattanooga, Tenn.**—Same.

**KTSA-FM San Antonio**—Same.

**License for CP**

**WICA-FM Ashtabula, Ohio**—License to cover CP new FM station.

**WCAC Anderson, S. C.**— Same.

**WMMW-FM Meriden, Conn.**—Same.

**WHDL-FM Allegany, N. Y.**—Same.

**WSOU South Orange, N. J.**—License to cover CP new noncommercial educational FM station.

**CP to Reinstate**

**WARD-FM Johnstown, Pa.**—CP to reinstate CP new FM station.

# ACTIONS OF THE FCC

MARCH 4 to MARCH 10

**CP-construction permit** — **ant.-antenna** — **cond.-conditional**
**DA-directional antenna** — **D-day** — **LS-local sunset**
**ERP-effective radiated power** — **N-night** — **mod.-modification**
**STL-studio-transmitter link** — **aur.-aural** — **trans.-transmitter**
**synch. amp.-synchronous amplifier** — **vis.-visual** — **unl.-unlimited hours**
**SSA-special service authorization** — **CG-conditional grant**

**TENDERED FOR FILING**

**SSA—1050 kc**

**WPAG Ann Arbor, Mich.**—SSA 1050 kc 1 kw-D 100 w-N unl. for 6 mo.

**Transfer of Control**

**WTPR Paris, Tenn.**—Transfer of control of Kentucky Lake Bcstg. System Inc., licensee, from Earl Weeks Smith, Roy W. McKinny and Parkman R. Feezor to group of 45 stockholders including Raymond Ball, Gordon Bennett and others.

## March 7 Applications . . .

**ACCEPTED FOR FILING**

**AM—1450 kc**

**Balboa Radio Corp., San Diego, Calif.**—CP new AM station 1450 kc 250 w unl. AMENDED to change studio and trans. site from San Diego to Escondido, Calif.

**Modification of CP**

**WBBB Burlington, N. C.**—Mod. CP increase power etc. to change from 920 kc 1 kw D to 950 kc 1 kw unl. DA.

**KTOK Oklahoma City**—Mod. CP change frequency, increase power etc. for extension of completion day.

**WKVM Arecibo, P. R.**—Same.

**WHLW Rutland, Vt.**—Mod. CP new AM station for extension of completion date.

**Transfer of Control**

**KTRI Sioux City, Iowa**—Relinquishment of control of Sioux City Bcstg. Co., licensee, from Dietrich Dirks to licensee.

**WIBK Knoxville, Tenn.**—Transfer of control of Independent Bcstg. Corp. from J. Harold Smith and Myrtice Rhodes Smith to James T. Cox Jr. and C. L. Schenck.

**Assignment of License**

**KTXL San Angelo, Tex.**—Assignment of license from Ingham S. Roberts, Joe N. Weatherby, B. P. Bludworth, J. Edward Johnson, Travis E. Baker and Armistead D. Rust d/b as Westex Bcstg. Co. to Westex Bcstg. Co.

**KCSU Provo, Utah**—Assignment of license from Frank A. Van Wagenen and Harold E. Van Wagenen d/b as The Central Utah Bcstg. Co. to Central Utah Bcstg. Co.

**License Renewal**

License renewal applications were filed by following AM stations: WGWD Gadsden, Ala.; KOY Phoenix; KTAR Phoenix; KNGS Hanford, Calif.; KSFO

*(Continued on page 70)*


**JUST ARRIVED!**

**MORE BINDERS**

. . . to keep your weekly issues of BROADCASTING handy; instantly available for reference and research.

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*Enclosed please find* ☐ *check* ☐ *money order* ☐ *bill me for* ☐ *binders to be sent direct to:*

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# Programs

INSTRUCTION in home repair and construction projects is offered televiewers on WNBQ(TV) Chicago's *Walt's Home Workshop* program. Magna Engineering Corp., San Francisco, has signed for 13-week sponsorship of program, telecast Mondays 7-7:30 p.m. (CST). Shopsmith, Magna's multiple power tool, will be included as actual operating prop in model workshop in which Walter E. Durbahn, conductor of show, holds demonstrations. Agency for Magna is J. Walter Thompson Co.

### KULA Features

DAILY broadcasts of major league baseball games will be carried this season by KULA Honolulu. All games will be recreated by KULA's Frank Valenti. Another new feature being offered by KULA is five-a-week show titled *Behind the Headlines*. "Community view" of legislative action is principal subject of show, which is handled by Claude A. Jagger, president of Hawaiian Economic Foundation.

### Teen-Age Sports

ROUND-UP of high school sports during past week is highlighted on new weekly sports show aired on WKXL Concord, N. H. Titled *Teen-Agers' Sports Round-Up*, program also gives schedule of events for coming week, plus interviews with high school students in studio.

### Science Quiz

COLLEGE scholarships will be awarded winners in *School Science Experts' Quiz* series which will be aired Sunday at 4:30 p.m. for seven weeks beginning March 20 on KDKA Pittsburgh. Student scientists from public, private and parochial schools in western Pennsylvania will take part in battle of wits which is held in connection with annual Buhl Planetarium School Science Fair. Gold science key award will be given each week and six weekly winners will compete in final broadcast for grand championship. Carnegie Institute of Technology scholarships will be awarded to finalists. Moderator of series will be Ed Young, KDKA production chief.

### 'Two Americans in Paris'

TRANSCRIBED series, recorded in French Broadcasting Co. studios in Paris, has started weekly over WSB Atlanta. Titled *Two Americans in Paris*, show features Bob Pollock, former WSB announcer, and his wife, Mike. In first presentation couple introduced noted designer, Christian Dior, creator of "new look." Numerous other French notables are to be interviewed.

### Candidates on TV

VOTERS of Virginia are getting opportunity not only to hear candidates for public office but to see them as well. Five persons who have announced their candidacy for governor of the state are being featured on series of five programs which began March 4 on WTVR (TV) Richmond. Quarter-hour program, titled *The Richmond Roundtable*, presents one candidate each week for question and answer period and discussion of campaign issues. To get additional coverage, audio portion of video show is recorded for rebroadcast same evening over AM outlet WMBG and WCOD-FM. Time is furnished candidates without cost.

### 'Benning on Parade'

VIEW of training and life of Army at Fort Benning, Ga., is presented by WRBL Columbus on new documentary series aired Tuesdays at 7 p.m. *Benning on Parade* runs 15-minutes and entire program is recorded on actual scene of training.

### NBC TV Dramas

EXCLUSIVE agreement has been signed by NBC with American Educational Theatre Assn. to televise dramatic productions of leading American universities in series to be known as *NBC Television University Theatre*. Programs, to start in spring, will be supervised by Sterling W. Fisher, NBC public affairs and education department manager. Plans for home-study course in drama, based on series, are under way. Course will be similar to those offered by NBC University of the Air on its current AM drama series, Sundays 2:30-3:30 p.m., in cooperation with leading universities.

### 'The Gardeners'

HUMOROUS story of domestic life is theme of *The Gardeners* program, presented each Tuesday over WMFJ Daytona Beach, Fla., by local Garden Club Council. WMFJ contributes the time—8 to 8:15 p.m.—and program is produced and performed by Little Theatre Group. Commercials consist of helpful advice on landscape beautification and are provided by council.

### Air School

CLASSROOM listening program, *Lubbock School of the Air*, is presented twice each week over KFYO Lubbock, Tex. Although designed primarily for direct classroom listening, program also serves to interpret classroom procedure to parents. Four series are presented: Story hour for primary grades; literature program for intermediate grades; science lessons for both primary and intermediate students, and music lessons for elementary grades. DeWitt Landis, manager of KFYO, has cooperated with teachers and administrators in local schools for past 11 years in planning and producing broadcast lessons.

### Children's Panel

DISPROVING old "children should be seen and not heard" maxim, KFI-TV Los Angeles is letting loose and allowing youngsters both liberties in new half-hour telecast *Children Should Be Heard*. Weekly program features revolving panel of youngsters from 6 to 14 with guest stars from time to time, discussing news headlines of the day, and various timely questions such as "Should a Women Be President" and "What Constitutes a Good Wife?"

### KYW Realigns

NEWLY FORMULATED "morning, noon and night" concept of music programming has been started by KYW Philadelphia. James P. Begley, program manager announced re-alignment of its noon-time, early evening and late evening programming, including introduction of two new record personalities — Johnny Deegan and Tom Rodgers—and a rescheduling of Clarence Fuhrman and the KYW Orchestra at 6:15 p.m. Emphasis is being laid on music for 12:05-1:30 p.m. segment with scheduling of new program, *Midday Revue*, featuring Mr. Deegan, for that period.

### Traffic Documentary

DRAMATIZATIONS of actual case records of Cleveland Traffic Bureau and Traffic Court are basis of WTAM Cleveland documentary, *Give Death a Holiday*. Produced by WTAM's news and special events department under direction of Edward Wallace, programs are acted by cast of nine professional actors. Sanford Markey writes series.

### In-School Listening

DESIGNED for in-school listening, six new weekly programs have been started by WEW and WEW-FM, St. Louis U. stations, in cooperation with St. Louis Board of Education. Created and produced for use in grades one through eight, they are: (Mon.) *Books Bring Adventure*, series of dramatizations of books for children, transcribed by Junior League of America; (Tues.) *Science for You*, directions for actual science experiments; (Wed.) *Constitution of Missouri*, dramatizations, discussions and quizzes on constitution making; (Thur.) *Stories, Old and New*, variety of stories presented in cooperation with Public Library; (Fri.) *Music For You*, life stories and compositions of well known composers, and (Tues.) *Your United Nations*, general meaning and workings of UN.

### Newfoundland Data

NEWFOUNDLAND becomes a tenth province of Canada on March 31, and to prepare Canadians with knowledge of Newfoundland, CBC Trans-Canada Network has started weekly program series *You're Wrong About Newfoundland*. Program originates at CBL Toronto, and consists of talks on misconceptions of Newfoundland's climate, people, and industry.

### Hollywood Featured

LOOK INTO lives of Hollywood great is offered television audiences viewing *Hollywood in Three Dimensions* on KFI-TV Los Angeles. Quarter-hour weekly program features movies of home life of various stars and showing of still shot of particular star with star on hand appearing to step out of photograph to be interviewed. Mal Boyd and Robert Joseph package program.

## WMGM Union Vote

EMPLOYES at WMGM New York have voted for a CIO union and against an AFL union in an NLRB election, involving on the one hand Loew's International Corp., and on the other hand, Loew's Inc. and Marcus Loew Booking Agency, in which latter class the radio workers fell. The election was won by Local 109 of Screen Office and Professional Employes Guild of United Office and Professional Workers, CIO, who totaled 390 votes against 52 for Local H-53, Motion Picture Home Office Employes, International Alliance of Theatrical Stage Employes, AFL. It covered most station employes except directors, engineers and talent.


A
GREATER VOICE
AND A
GREATER BUY!
*in the Detroit Area*
•
50,000 watts
at 800 kc.
JUNE 1949
•
CKLW
Guardian Bldg., Detroit 26 • J. E. Campeau, President
ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.
MUTUAL BROADCASTING SYSTEM

# TENN. MEET

## *Urges Radio Promotion*

DEVELOPMENT of a promotion campaign by which radio would use itself as the principal medium was urged by the Tennessee Broadcasters Assn. at a meeting held March 2 in Nashville. The campaign would include discs by top-flight talent for presentation on smaller stations.

An all-day session focused on business and sales problems included addresses by members and a discussion of competitive selling by Maurice B. Mitchell, NAB director of broadcast advertising. Mr. Mitchell reviewed development of the All-Radio Presentation, outlined better ways of selling radio to retailers and explained how to obtain recognition for cooperation in public campaigns.

Mr. Mitchell moderated the morning session as some 80 broadcasters convened. They represented 38 of the 50 stations in Tennessee. Four speakers took part in the morning panel. Perry Sheftall, co-owner of WJZM Clarksville, spoke on problems of new stations in a small town near a large city, pointing to benefits of intense civic activity. He said he bought the local baseball club when it folded, later selling it back to local citizens.

M. L. Medley, WHUB Cookeville, discussing "Hidden Business," said he had expected to take his pick of networks when he founded the station but instead had to operate without network service. He developed local business via dealer co-op deals and signing small business men who had not advertised before.

A. D. Smith Jr., WCDT Winchester, spoke on public service programming on the local level, citing this form of program as critical to success of a station in a community. Every staff member must be known and liked in the area, he said, and discussed his particular tri-city problem.

John Hart, WBIR Knoxville, told about major hurdles in selling, listing them as undercapitalization, increased competition from AM stations, competition from other media, competition from TV and FM, and failure to produce results due to bad handling and poor air voices.

Hoyt Wooten, WREC Memphis, former NAB director, and Henry W. Slavick, WMC Memphis, present District director, addressed the meeting. Mr. Slavick, speaking on TV, said, "We don't think television is going to replace radio."

Gov. Gordon Browning, of Tennessee, addressed the dinner session. He criticized radio commercials in the middle of good music as well as programs having a "bad effect on children." Major portion of his address dealt with the Russian situation.

Mr. Sheftall took Mr. Mitchell to Clarksville for a dinner at which 125 local merchants were present though the affair was organized on short notice. Mr. Mitchell spoke on radio as a sales medium for retailers.

**GENERAL MOTORS' ABC commentator, Henry J. Taylor (l), on recent visit to Flint, Mich., largest GM plant city, appeared on special broadcast over WFDF Flint with Ivan L. Wiles (r), recently appointed Buick Motor Division general manager and General Motors v.p. With them at special GM luncheon is Lester W. Lindow, WFDF general manager.**

# PLOUGH'S SALES

## Hit New High; WMPS Aids

REACHING the highest point in 41 years, total 1948 sales of Plough Inc., Memphis, of which WMPS Memphis is a subsidiary, were more than $15 million. Preliminary figures for the year, released by Abe Plough, president of the corporation, also indicated net earnings of approximately $500,000, equal to $1.11 a share. The 1947 net earnings were $369,601 or 82c a share.

Plough executives say WMPS was "in no small way responsible for the increased profits" in 1948. Largest previous sales record of the corporation, which uses a substantial amount of spot time, was $13,613,360 in 1947 and the highest previous net income, amounting to $1.08 a share, was in 1946.

Final figures for 1948 will be included in the corporation's annual report to be mailed to stockholders March 31.

# AP RADIO UNITS

## Formed in Calif. and Va.

AP broadcasters associations have been organized in two more states, Virginia and California. Jack Weldon, WWOD Lynchburg general manager, heads the Virginia group, and Lewis Allen Weiss, MBS board chairman and president and general manager of Don Lee Broadcasting System, was elected chairman of the California group.

Other officers of the Virginia association: Fred Hart, WLPM Suffolk manager, vice president, and Frank H. Fuller, AP bureau chief at Richmond, secretary. The group elected five directors: Campbell Arnoux, WTAR Norfolk president; Ray P. Jordan, WDBJ Roanoke manager; Carl Duckett, WBOB Galax manager; Edward E. Bishop, WGH Newport News manager, and Charles P. Blackley, WTON Staunton owner and manager. Directors and officers will constitute an executive committee.

The California association elected Grant Holcomb, KQW San Francisco, vice chairman. Group adopted a resolution, introduced by Kenneth Peters, KTMS Santa Barbara general manager, reaffirming its "recognition of the principle of mutual exchange of news." Joseph R. Knowland, publisher of the *Oakland Tribune* and owner of KLX Oakland, told of the benefits of AP memberships for radio.

# TENNESSEE BILL

## Would Protect Reporters

BILL which would protect reporters against being compelled to reveal their news sources has been prepared for introduction in the Tennessee legislature.

Drafted at the instance of Matty Brescia, news director of WMPS Memphis and a member of the National Assn. of Radio News Directors, the bill is similar to one proposed to the law revision committee of the State of New York. Attorney Abe L. Roberts, of Memphis, drew up the bill with the cooperation of Mr. Brescia.

The measure applies not only to working radio, newspaper and newsreel men but to any person who was formerly employed as a reporter. It stipulates that if a reporter or former reporter claims the immunity privilege a state, county or municipal body, officer, or person seeking information in the reporter's possession may apply to the Circuit or Criminal Court for an order divesting reporter of immunity.

Such an order, says the bill, "shall be granted only when the court, after hearing the parties, shall find that disclosure is essential to the protection of the public interest." Eleven states—Alabama, Arizona, Arkansas, California, Indiana, Kentucky, Maryland, Montana, New Jersey, Ohio and Pennsylvania—have adopted reporter immunity privilege laws and action is before them to include radio and similar services, according to Mr. Brescia.


ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEEKER ASSOCIATES

**KFYR does come in loud and clear in a larger area than any other station in the nation! Not only that, but KFYR is the Number One station in the Number One agricultural state in the nation. Every man, woman and child in North Dakota (and our families are large) had a 1947 income of $1690.00 . . . largest of any agricultural state.**

KFYR 550KC 5000 WATTS NBC AFFILIATE REP. JOHN BLAIR

Bismarck, No. Dakota

*Miss Vera Brennan*
*Duane Jones Co.,*
*New York City*

*Dear Vera:*

*You kin allus tell what station folks thinks 'bout most by th' kind uh calls y'gits. Folks 'round here calls WCHS fer jist 'bout anything. 'Course it's usually 'bout th' weather or is th' roads slick. But t'other day a feller called from fifty mile away, and said his wife was on her way ter Charleston. He wanted WCHS ter tell her to come on back home, 'cause as he said, "She's bound ter be listenin' ter WCHS!" Yessir, in West Virginia's biggest market, folks is jist bound ter be listening ter WCHS!*

*Yrs.*
*Algy*

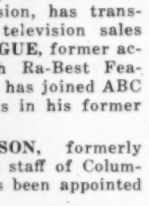
WCHS

Charleston, W. Va.


# Commercial

**WYLIE ADAMS,** ABC account executive in charge of commercial network expansion, has transferred to network's television sales staff. **RICHARD HOGUE,** former account executive with Ra-Best Features Inc., New York, has joined ABC to succeed Mr. Adams in his former post.

**GEORGE HENDERSON,** formerly with advertising sales staff of Columbus, Ohio, *Citizen,* has been appointed sales manager of WLWC, Crosley television station to open soon in Columbus.



Mr. Henderson

**MORTON LOWENSTEIN,** former sales manager at WBUD Morrisville, Pa., has been appointed commercial manager of WCAM Camden, N. J.

**HENRY A. CRUTH** of WSB and WSB-TV Atlanta sales staff, is the father of a girl, Pamela Elizabeth.

**KNX Los Angeles,** CBS 50 kw outlet, has retained its base rates despite estimated monthly increases of 11,328 persons in southern California population, according to its rate card No. 11, effective March 6. Class A rates are $650 per hour, Class B rates $433.33, Class C $325.

**ED J. HENNESSY,** former advertising and promotion manager of WRBL Columbus, Ga., today joins the sales staff of WCON Atlanta.

**J. J. DASH,** former commercial manager of WKAP Allentown, Pa., has joined WIP Philadelphia sales staff.

**AL BROOKS,** announcer at CHEX Peterborough, has been moved to sales staff.

**SARALEE YANKS,** new to radio, has joined KYW Philadelphia payroll department, replacing **MARY BRYAN,** resigned.

**ERIC FROST,** former production manager of CKOV Kelowna, B. C., is now commercial representative of CKOV at Vernon, B. C., with office at 3001-31st St.

**ROBERT LIVINGSTON,** WBBM Chicago sales representative in New York City, is father of a girl.

**TED ARNOLD,** local sales manager at WHBF and WHBF-FM Rock Island, Ill., has been named to Chamber of Commerce board of directors.

## AAAA EXAM

### 1,002 Take the Test

THIRD annual examination for advertising given by the American Assn. of Advertising Agencies was taken by 1,002 persons from 30 states, according to John E. Wiley, AAAA national examination committee chairman. The tests, held this year in 16 cities, were taken by 602 people from 25 states last year.

Aptitude tests are being analyzed by the Personnel Laboratory of New York, with knowledge tests being judged by AAAA committees in cities where tests were given. Results will be forwarded to candidates, who may, if ratings warrant, authorize release of results to agencies or other advertising personnel employers.

## 'Audition' Winners

DENIS HARBOUR, Canadian bass-baritone, and Lois Hart, lyric soprano from Philadelphia, have been awarded contracts with the Metropolitan Opera and cash awards of $1,000 as winners of this season's *Metropolitan Opera Auditions of the Air.* Names of winners were to have been announced yesterday (March 13) by E. A. Nicholas, president, Farnsworth Television & Radio Corp., on the final broadcast of the Sunday afternoon ABC series sponsored by his company.

## U. S. STEEL

### NBC Gets 'Theatre Guild'

NBC last week succeeded in enticing U. S. Steel Corp. to move its *Theatre Guild on the Air* from ABC next fall and at the same time sold the same sponsor a 13-week summer schedule of the NBC Symphony Orchestra.

The dramatic program, which has been on ABC for over three years, will begin on NBC Sept. 11 under a 33-week contract signed last week through U. S. Steel's agency, BBDO, New York. Its concluding presentation on ABC will be June 5.

Effective June 12, U. S. Steel assumes sponsorship of the NBC Symphony which will be heard at 8:30-9:30 p.m. Sundays, the time in which the *Theatre Guild* will be scheduled in the fall.

Irving S. Olds, chairman of the board of U. S. Steel, explained his company's change of networks as arising from its desire to present *Theatre Guild* at an earlier hour. It is now heard Sundays 9:30-10:30 p.m. on ABC.

## GF REPLACES

### New Show to Start in Fall

GENERAL FOODS Corp., New York (Maxwell House Coffee), will replace the George Burns-Gracie Allen series being dropped at close of season [BROADCASTING, March 7], with a Scrappy Lambert package, *Father Knows Best,* starring Robert Young. The new show will start next fall in the same time, Thursdays, 8:30-9 p.m. on NBC.

It was understood that termination of the Burns and Allen show would mean a weekly saving of more than $6,000. Benton & Bowles, New York, is the agency for Maxwell House, which also sponsors a weekly show *Lambs Gambols* on NBC-TV.

## MANAGES WEUS

### Bowles Also Buys Interest

R. L. BOWLES has acquired an interest (percentage not disclosed) in WEUS Eustis, Fla., Frank W. Stebbins, president of Lake County Broadcasters, WEUS licensee, announced March 3.

Mr. Bowles, a radio veteran, took over management of WEUS March 7. He had been co-owner and general manager of WJOL Joliet, Ill., but sold his interest in that station and moved to Eustis Feb. 1.

WEUS is a 1 kw fulltime outlet on 790 kc.


RADIO SPOKANE KGA

50,000 WATTS
of PROTECTED* Persuasive Power that Completely Covers the BILLION DOLLAR Spokane Market

*Class I-B Clear Channel

RADIO SPOKANE KGA
OWNED AND OPERATED BY LOUIS WASMER
American Broadcasting Co. Affiliate
Radio Central Building
Spokane, Wash.
National Representatives: Edward Petry & Co., Inc.



WSTC and WSTC-FM
STAMFORD, CONN.
The Gateway to New England
A B C Affiliate
Representative: J. P. McKINNEY & SON

## News

H. DOUGLAS JOHNSON, former newscaster for WAGE Syracuse, N. Y., has joined WHEN (TV) Syracuse as host on *Round the Town* program. He succeeds BILL BOHEN, who is devoting fulltime to sales work.

BRYSON RASH, director of special events for ABC in Washington, has been named public relations division chairman of 1949 American Cancer Society campaign in Washington. Vice chairmen include BEN STROUSE, manager of WWDC Washington, and WALTER COMPTON, manager of WTTG(TV) Washington.

DAVID L. ROBERTS Jr., announcer at WVET Rochester, N. Y., has been named news editor, succeeding JOHN W. LaRUE.

CEDRIC ADAMS and GEORGE GRIM, commentators at WCCO Minneapolis, were named among "100 living great Minnesotans" at Minnesota Establishment Day dinner sponsored by state Junior Chamber of Commerce in connection with territorial centennial.

## NARND BOARD

### To Meet April 2-3

MID-YEAR meeting of the National Assn. of Radio News Directors board of directors has been set for April 2-3 at Chicago. Chief business of the session will be selection of a site and dates for the association's annual convention next fall.

The board has already decided the conclave should be held between Oct. 15 and Nov. 15 but choice of the specific dates depends on such factors as conflict with other events. NARND reports it has received invitations from many cities and also from Columbia U. Factors to be used by the board in selecting the site are: Accessibility to greatest number of members, availability of top notch speakers, hotel accommodations and the willingness of local stations to participate in the convention program.


WORZ
NBC AFFILIATE
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York


# CBS MEETING

## Will Study Problems, Plans of Stations

FUTURE plans and present problems of CBS stations will be discussed at the annual three-day meeting of managers of Columbia owned stations and stations represented by CBS Radio Sales at New York's Ritz-Carlton beginning today (March 14).

Those attending:

William S. Paley, chairman of the board; Frank Stanton, president; Howard S. Meighan, vice president and general executive; J. Kelly Smith, vice president and director of station administration; Carl J. Burkland, general sales manager, Radio Sales; Hubbell Robinson Jr., vice president and director of programs; William C. Gittinger, vice president in charge of network sales; Frank K. White, president of Columbia Records Inc.

Davidson Taylor, vice president and director of public affairs; Louis Hausman, director of sales promotion and advertising; William Golden, associate director; John P. Cowden, director of promotion service for Columbia-owned stations; Edward DeGray, assistant to J. Kelly Smith; Earl Gammons, vice president in charge of Washington office; William B. Lodge, vice president in charge of general engineering; Howard Hausman, vice president in charge of personnel relations; Harper Carraine, assistant director of research.

CBS stations personnel attending the sessions includes:

Frank Falknor, assistant general manager, WBBM Chicago; Wendell Campbell, general manager, KMOX St. Louis; Merle Jones, general manager, WCCO Minneapolis-St. Paul; Harold E. Fellows, general manager, and Wilbur Edwards, assistant, WEEI Boston; G. Richard Swift, general manager, WCBS New York; Arthur Hull Hayes, vice president in charge of San Francisco office; A. E. Joscelyn, director of operations, KNX Los Angeles; J. M. Bryan, president, WBT Charlotte, N. C.; Charles Crutchfield, vice president and general manager, WBT; Ivor Sharp, president, and Frank McClatchy, sales manager, KSL Salt Lake City; Dr. Leon Levy, chairman of the board, WCAU Philadelphia; Thad Holt, president and general sales manager, and Ed Norton, chairman of the board, WAPI Birmingham, Ala.; Barron Howard, business manager, WRVA Richmond, Va.; John Hayes, general manager, WTOP Washington.

## SECURITY BILL

### Newsmen Gag Is Deleted

A BILL to tighten security safeguards was approved March 7 by the Senate Armed Forces Committee and sent to the floor, but only after a section on classified information, which some feared would impose a gag on newsmen, had been deleted.

Action on the measure came after Undersecretary of the Navy W. John Kenney testified the bill was not intended for "gagging" or suppressing the free flow of information. Under the measure (S-277) disclosures of secrets about the nation's communications code system would be punishable by a $10,000 fine, 10 years in jail, or both.

## SLOAN AWARDS

### CBS Enters Bristol, Sirmons

TWO CBS candidates entered by the network in the nation-wide competition for Sloan Fellowships for executive development are George Bristol, manager of the presentation division, CBS advertising and sales promotion department, and James Sirmons of network operations.

The two will compete with men named by other companies throughout the country, with ten in all to be chosen by the foundation to receive fellowships entitling them to a year's intensive training at Massachusetts Institute of Technology.

## ELMER DAVIS

### Heads Correspondents Assn.

ABC COMMENTATOR Elmer Davis March 8 was elected president of the Radio Correspondent's Assn. The association is composed of members of the radio galleries of Congress.

Other officers named by the group were vice president, Bill McAndrew, NBC Washington; Francis W. Tully Jr., Yankee Network, secretary, and Bill Shadel, CBS, treasurer. Members-at-large are Howard Kany, AP radio; Rex Goad, Transradio Press, and George E. Reedy, Arrowhead Network. Mr. Davis succeeds MBS commentator Albert L. Warner.


The Swing is to WHB in Kansas City

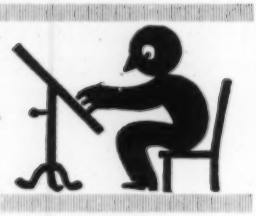
10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, Pres.-Gen. Mgr.
JOHN T. SCHILLING, Com. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

NO MAGIC!

It's not magic that keeps WSGN's audience growing . . . just careful programming and regular promotion. And your sales can jump like the rabbit out of the hat as WSGN puts your message across to the Alabama market. It's Alabama's leading station.

ALABAMA'S BEST *BUY* FAR!
WSGN
WSGN — FM
THE NEWS-AGE-HERALD STATIONS
Birmingham 2, Alabama
Headley Reed National Reps.

# Promotion



**TOM STEWART** has been appointed director of publicity and promotion for WSM Nashville. He has been with WSM since 1935 with exception of four years during war.

**CHARLES B. H. VAILL**, former director of advertising and promotion at WNBC, WNBC-FM and WNBT (TV), New York, has been named director of sales promotion for WEEI Boston. He succeeds **GUY CUNNINGHAM** who has transferred to station's sales department where he will head national sales.

Mr. Vaill

**ARTHUR E. DURAM**, former sales promotion manager at WBBM Chicago, has been named sales promotion manager of CBS-TV New York. He succeeds **NAOMI FINE**, who was advanced within network's promotion department.

**PAUL RITTENHOUSE**, NBC guest relations department manager, has been named station contact man in station relations department effective March 15. He joined NBC as a page in 1934.

### Listeners' Vote

FOOTBALL schedule to be aired by KFH Wichita, Kan., this year will be arranged according to wishes of majority of listeners. Late last month station ran ads in local newspaper and distributed reprints to sporting goods stores, country clubs and other places, asking listeners to vote for games they wish to hear over KFH next fall. Idea resulted from coincidental survey taken during last football season which proved to station that its selection of games did not tally in each case with what listeners wanted to hear. Close to 1,000 votes have been received thus far. Persons voting were also offered opportunity to guess results of balloting and closest guess will win two free tickets to each game broadcast by station from Sept. 24 to Nov. 24.

### Contest Against Contest

BEST LETTER, of 50 words or less, on "I hate contests because . . ." will win grand prize being offered by Alan Cummings on his *Yawn Patrol* all-night program over WWDC Washington. Fortunate listener who completes sentence best to satisfaction of Mr. Cummings will be awarded grand prize —one box top.

### Contestants Warm

DURING 25 below zero weather, KILO Grand Forks, N. D., "warmed up" its *Man on the Street* program with unique promotion gimmick. Station ran electric line to corner where program originates and connected a range and several small electric heaters. Idea was promoted that even if contestants didn't get warm when it came to answering questions, at least they got warm physically. Announcer Jim Hutton worked with his collar open and no coat and Jeannine Peterson of promotion department appeared in short sleeves to add summer atmosphere to scene.

### Uses TV as Sales Tool

REALTOR of Palo Alto, Calif., took full-page ad in local newspaper recently to print large map of residential areas to show signal strengths of television stations KPIX and KGO-TV San Francisco. Ad stated foremost question in every prospective homeowner's mind is: "Can I get good television reception?" Firm conducted survey and printed map to show that "99% of the residents in this area . . . will get good television reception."

### Too Early to Dress

SINCE most listeners to early-morning shows are clad in pajamas at time, Howard Malcolm of WCOP Boston's *Morning Watch* feels same privilege should be extended show's m.c. WCOP sent Mr. Malcolm and his complete show to railroad terminal for three mornings of originations. Crowds pouring from numerous commuting trains were somewhat surprised to see pajama-clad Mr. Malcolm set up on platform between terminal's two main entrances, sleepily giving forth with his usual chatter and recorded music. WCOP promotion department also has recently distributed twofold mail piece highlighting station's general news coverage and special events procedure.

### 4-H Club Fund

IN OBSERVANCE of Georgia's 4-H Club week, WSB Atlanta's *Dixie Farm and Home Hour* is running special contest to extend through March 31. Dudley McCaskill, m.c., has asked 4-H Club chapters throughout state to contribute to 4-H Club fund through money obtained by chapter activities. Two members of chapter submitting most money will be brought to Atlanta early in April to appear as guests on *Dixie Farm and Home Hour*.

### Lists Competitors' Programs

PROGRAM listings of all major stations in Boston, including WEEI WCOP WHDH WMEX WNAC-TV WBZ-TV, are given three times daily over WVOM Boston in new promotion-programming idea. WVOM states program listing of competitive stations is given "without bias or editorialization."

### 'Howdy' Elected Again

YOUNGER SET of Milwaukee area has voted overwhelmingly for return of *Howdy Doody* on WTMJ-TV Milwaukee, station reports. Program was taken off air for several weeks when station made schedule readjustments. Viewers were asked to write in if they wanted *Howdy Doody* to return. Next day there were 72 cards and letters in mail from children and parents and 67 of them asked for return of program. As mail continued to pour in, *Howdy Doody* maintained 13 to 1 margin in voting for return and is now back on airwaves of WTMJ-TV.

### Listener-Response Card

INEXPENSIVE but attractive method of acknowledging letters, calls, suggestions and comments from listeners is being used by KVOO Tulsa, Okla. Station has developed and is circulating listener-response card. Front side of card pictures home of KVOO together with letter answering listener. Back side shows skyline view of Tulsa's business section with comment on resources of "oil capital of world." Idea is offered by KVOO to other stations that may care to adopt it. Copy of card may be obtained by writing William B. Way, KVOO general manager.

### 'Catch Phrase' Contest

STATION-BREAK phrases concerning station and community, which are being used by WMRN Marion, Ohio, have created so much interest among listeners that station has started contest for best suggestions. Each week different "catch phrase" is used, either as promotion for towns served by station, as station audience promotion, or as promotion for radio advertising in general. In contest for "best catch phrase of the week" submitted by listeners, weekly winners will be awarded prize and given opportunity to make winning break announcement on special program built around idea.

### Plugs Local Angle

WHEN CBS Documentary Unit produced *Mind in the Shadow* last month, KIRO Seattle locally scheduled solid hour and 35 minutes, including network show, Northwest newscast report from State Capital on status of mental health legislation and, finally, 15-minute roundtable discussion by state hospital officials. When CBS released repeat broadcast on documentary, KIRO repeated one of local discussions. Programs were intensively promoted via direct-mail, including bulletin board posters, letters and postcards. Spot and chain-break plugs were also heavily used for days preceding each broadcast.

### CFPL Match Books

MATCH BOOKS have been distributed by CFPL London, Ont., to all advertising agencies in eastern Canada to announce change in frequency from 1570 kc to 980 kc.

### Uses Editorials

MAGAZINE and newspaper editorials on teenage participation in radio are helping to spark new *Young Ideas* show carried on Sundays over KLZ Denver. Mack Switzer, moderator of program, recently placed 1,000-word editorial in Colorado Parent-Teachers magazine, telling of importance of airing young opinions on world affairs. P-TA publication reaches some 500 state P-TA groups.

### Challenges Show

CHALLENGES, 25,975 of them, were received by WLS Chicago within one week after a Saturday morning *Stumpus* show. In a "Remember?" feature, Hal Culver and WLS Rangers challenge listeners to name a song they can't sing, play or whistle. Winners receive electric iron. Program is sponsored by Coco Wheats and aired from 8:30 to 9 a.m. (CST).

### Cruise for Kids

ELEVEN-DAY cruise in Caribbean is offered boys and girls in new *Jack Armstrong* letter-writing contest being conducted by General Mills. Children can get Frank Buck Explorer's Sun Watch for Wheaties box top and 15 cents. With watch is entry blank for major contest, open to youngsters 15 or under who tell in 25 words why they want to take cruise. Contest closes May 31. Winner and adult from his family will take cruise. Show is heard on alternate days with *Sky King* at 5:30 p.m. (CST) via ABC.

## Producer Goodson

MARK GOODSON, author of "'Quizzical' TV?" in the Feb. 28 BROADCASTING, is a radio and television director, producer and packager. He produces *Winner Take All*, *Hit the Jackpot* and *Beat the Clock* and is co-producer of *Stop the Music*. Mr. Goodson was incorrectly identified in connection with the Feb. 28 story.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SPRINGFIELD, MISSOURI

## FCC Actions

*(Continued from page 63)*

**Applications Cont.:**

San Francisco; KCSJ Pueblo, Col.; WPDQ Jacksonville, Fla.; WKAL Wallace, Ida.; WEEI Boston; WTAC Flint, Mich.; KSD St. Louis; WWNC Asheville, N. C.; WAYS Charlotte, N. C.; KFYR Bismarck, N. D.; WKBN Youngstown, Ohio; WPIC Sharon, Pa.; WMC Memphis, Tenn.; KLEE Houston, Tex.; KUTA Salt Lake City; WDEV Waterbury, Vt.; KVI Tacoma, Wash.

**Modification of CP**

**WMOR Chicago**—Mod. CP new FM station to change ERP to 40 kw, ant. height above average terrain to 500 ft.

**KGO-FM San Francisco**—Mod CP new FM station for extension of completion date.

**WDAR-FM Savannah, Ga.**—Same.

**KMFM Monroe, La.**—Same.

**KSD-FM St. Louis**—Same.

**WWOL-FM Buffalo, N. Y.**—Same.

**WKNY-FM Kingston, N. Y.**—Same.

**WBCA Schenectady, N. Y.**—Same.

**KTOK-FM Oklahoma City**—Same.

**WLAN-FM Lancaster, Pa.**—Same.

**WFLN Philadelphia**—Same.

**WGKB-FM Tyler, Tex.**—Same.

**WKBH-FM La Crosse, Wis.**—Same.

**WOI-FM Ames, Iowa**—Mod. CP new noncommercial educational FM station for extension of completion date.

**TENDERED FOR FILING**

**Assignment of License**

**WCRB Waltham, Mass.**—Assignment of license from L. P. Liles, Richard C. O'Hare and Deuel Richardson d/b as Charles River Bcstg. Co. to Charles River Bcstg. Co.

## March 8 Decisions . . .

**BY THE COMMISSION**

**WGIG Brunswick, Ga.** — Granted mod. CP to specify changes in authorized DA to compensate for inadvertent construction error of one degree in orientation of line of towers of system.

**BY COMMISSIONER WEBSTER**

**KMPC Los Angeles, WJR Detroit and WGAR Cleveland**—Commission on own motion postponed hearing scheduled March 16 to March 23 in Los Angeles.

**BY THE SECRETARY**

**WHAV-FM Haverhill, Mass.**—Granted license new FM station; Chan. 223 (92.5 mc), ERP 20 kw, ant. 350 ft.

**WFHR-FM Wisconsin Rapids, Wis.**—Same—Chan. 277 (103.3 mc), 2.1 kw, 360 ft.

**WWDC-FM Washington, D. C.**—Same—Chan. 266 (101.1 mc), 20 kw, 480 ft.

**WOCB-FM West Yarmouth, Mass.**—Same—Chan. 232 (94.3 mc), 1 kw, 155 ft.

**WHTN-FM Huntington, W. Va.**—Same—Chan. 263 (100.5 mc), 53 kw, 560 ft.

**WSAI-FM Cincinnati**—Same—Chan. 274 (102.7 mc), 14.7 kw, 550 ft.

**WTAX-FM Springfield, Ill.**—Same—Chan. 279 (103.7 mc), 6.7 kw, 315 ft.

**WBKA-FM Brockton, Mass.**—Same—Chan. 296 (107.1 mc), 800 w, 270 ft.

**WRNL-FM Richmond, Va.**—Same—Chan. 271 (102.1 mc), 50 kw, 360 ft.

**WKLO Louisville, Ky.**—Granted license for new standard station 1080 kc 1 kw-N 5 kw-LS DA unl.

**KSEL Lubbock, Tex.**—Granted request for cancellation of CP to make changes in the FM and AM antennas.

**WIOD Miami, Fla.**—Granted request for cancellation of CP to make changes in DA antenna and mount FM antenna on top of AM tower.

**WNOR Norfolk, Va.**—Granted mod. of CP to change type of transmitter.

**WPLI Jackson, Tenn.**—Granted mod. of CP for approval of transmitter; for approval of antenna and transmitter location and to specify studio location.

**WHTM Rochester, N. Y.**—Granted mod. of CP in part so as to reflect antenna changes and studio location.

Following were granted extensions of completion dates as shown: KFMB-TV San Diego, Calif., to 5-30-49; WFMJ Youngstown, Ohio, to 6-12-49; WKBS Oyster Bay, N. Y., to 5-2-49.

**John F. Easley, Ardmore, Okla.**—Granted license for new STL KKA-20.

Following were granted extensions of completion dates as shown: WDSU-FM New Orleans, to 9-28-49; WAAM Baltimore, Md., to 9-21-49; KNBH Los Angeles, to 9-15-49; WMAL-TV Washington, D. C., to 6-19-49; WSB-TV Atlanta, Ga., to 5-15-49; WOIC Washington, D. C., to 5-1-49.

**KNUZ Houston, Tex.**—Granted license install alternate main trans.

**WBCO Woodward Bcstg. Co., Detroit, Mich.**—Granted request to cancel CP new FM station.

**KIOA-FM Independent Bcstg. Co., Des Moines**—Same.

**KECK-FM Ector County Bcstg. Co., Odessa, Tex.**—Same.

Following were granted extensions of completion dates as shown: WDSU-TV New Orleans, to 6-1-49; KSL-TV Salt Lake City, to 7-15-49; WICU Erie, Pa., to 6-1-49; WWJ-TV Detroit, to 6-15-49; WHMB Theodore Granik, Washington, D. C., to 5-1-49*; KFUO-FM Clayton, Mo., to 9-24-49; WMRN-FM Marion, Ohio, for period of 60 days beyond date when pending application for mod. CP is granted, but subject to cond.*; KFEY Fresno, Calif., to 9-9-49*; KOPP-FM Ogden, Utah, to 6-1-49; WERC-FM Erie, Pa., to 7-2-49; KAKC-FM Tulsa, Okla, to 10-1-49 WLRD Miami Beach, to 4-28-49; KRIC-FM Beaumont, Tex., to 9-6-49; KFYO-FM Lubbock, Tex., to 7-1-49; WMFD-FM Wilmington, N. C., to 6-1-49; WPOE Elizabeth, N. J., to 4-1-49; KGNC-FM Amarillo, Tex., to 7-1-49; KRKD-FM Los Angeles, to 7-1-49; KBTR Minneapolis, to 6-9-49; KFXM-FM San Bernardino, Calif., to 10-1-49; WDAK-FM Columbus, Ga., to 9-30-49; WSB-FM Atlanta, Ga., to 5-15-49; WJIM Lansing, Mich., to 9-1-49.

**WACB Kittanning, Pa.**—Granted license new standard station; 1380 kc 500 w D.

**KAUS Austin, Minn.**—Same—1480 kc 1 kw DA unl.

**KPHC Walsenburg, Col.**—Same—1450 kc 250 w unl.

**KVOU Uvalde, Tex.**—Granted license change frequency.

**WAEB Allentown, Pa.**—Granted mod. CP to change name to WAEB Inc.

Following were granted extensions of completion dates as shown: KROW-FM Oakland, Calif., to 8-24-49*; WNAB-FM Bridgeport, Conn., to 9-28-49*; WDUN Gainesville, Ga., to 4-1-49; KHSL Chico, Calif., to 9-21-49; WBIR Knoxville, Tenn., to 6-1-49; WORM Easton, Md., to 8-23-49; KFJI Klamath Falls, Ore., to 7-1-49; KYW Philadelphia, to 4-13-49; WIBC Indianapolis, to 9-15-49; WJBC Bloomington, Ill., to 8-18-49; KVLU Lubbock, Tex., to 180 days after final action on appeal by U. S. Court of Appeals; KLUF Galveston, Tex., to 4-29-49; WOHS Shelby, N. C., to 3-30-49.

**WHIS Bluefield, W. Va.**—Granted license increase power, etc.

**WGH Newport News, Va.**—Granted license change frequency, increase power, etc.

**Radio Corp. of America, Princeton, N. J.**—Granted CP new exp. TV station KE2XAY.

**KMCM McMinnville Bcstg. Co., McMinnville, Ore.**—Granted mod. CP to change name to Yamhill Bcstrs.

Following were granted extensions of completion dates as shown: WJAY-FM Mullins, S. C., to 5-23-49; WLAD-FM Danbury, Conn., to 6-15-49; KTUL-FM Tulsa, to 5-28-49; WLIN-FM Merrill, Wis., to 8-18-49; WMBR-FM Jacksonville, Fla., to 9-15-49; WAYS-FM Charlotte, N. C., to 6-20-49; KMBC-FM Kansas City, to 5-31-49; WRGA-FM Rome, Ga., to 7-15-49; WABF New York, to 4-21-49; KFPW-FM Fort Smith, Ark., to 5-15-49; WHEN Syracuse, N. Y., to 6-12-49.

Licenses of following remote pickup stations were granted on regular basis for period beginning Feb. 25, 1949: KA-2247 Arizona Bcstg. Co. Inc., Area of Tucson, Ariz.; KA-2248 KA-2249 Carl E. Haymond, Area of Tacoma, Wash.; KA-2250 Intermountain Bcstg. Corp., Area of Salt Lake City; KA-2251 KA-2252 Allen T. Simmons, Area of Tallmadge, Ohio; KA-2282 WOAX Inc. Area of Trenton, N. J.

Licenses of following remote pickup stations were further extended upon temp. basis only, pending receipt of and/or determination upon application for renewal of license, to June 1, 1949: KAAD KTSN Tarrant Bcstg. Co., Area Fort Worth, Tex.; WAAI WAAQ, WEMU WEMV WEMW The WGAR Bcstg. Co., Area Cleveland; WEPA Edwin H. Armstrong, Area New York; KWRD City of Dallas, Tex., Area of Dallas; KABD KAOG, KAOY Don Lee Bcstg. System, Area Los Angeles; KADB KBLE KCNW KEIV KIFO KNCS Nichols & Warinner Inc., Area Long Beach, Calif.

**Albuquerque Bcstg. Co., Area Albuquerque, N. M.**—License of remote pickup KNHU further extended upon temp. basis only, pending receipt of and/or determination upon application for renewal of license for KOB, to June 1, 1949.

## March 8 Applications . . .

**ACCEPTED FOR FILING**

**AM—580 kc**

**KFXD Nampa, Ida.**—CP switch from 580 kc 1 kw unl. to 580 kc 5 kw unl. DA-DN AMENDED to change name from Frank L. Hurt & Son, partnership, to Frank L. Hurt & Son Inc.

**AM—910 kc**

**KOJM Havre, Mont.**—CP change from 730 kc 1 kw D to 910 kc 1 kw unl. DA-N.

**AM—1460 kc**

**Pittsburgh County Bcstg. Co., McAlester, Okla.**—CP new AM station 1460 kc 1 kw D AMENDED to change name from Phil Reed, Ray Van Hooser, Tyrus Stout, William Tedrick and James Ross d/b as Pittsburgh County Bcstg. Co. to Phil Reed, Ray Van Hooser, Carl Ross, William Tedrick and James Ross d/b as Pittsburg County Bcstg. Co.

**SSA—1050 kc**

**WPAG Ann Arbor, Mich.**—SSA 1050 kc 1 kw-D 100 w-N for 6 mo.

**Modification of CP**

**KXOC Chico, Calif.**—Mod. CP new AM station for extension of completion date.

**Assignment of CP**

**KFRD Rosenberg, Tex.**—Assignment of CP from Julius E. Junker, trustee for Fort Bend County Bcstg. Co. to Fort Bend County Bcstg. Co.

**License Renewal**

License renewal applications were filed by following AM stations: WSGN Birmingham, Ala.; KFQD Anchorage, Alaska; KECA Los Anegles; WQQW Washington; WEUS Eustis, Fla.; WQXI Atlanta, Ga.; WGBA Columbus, Ga.; WSAV Savannah, Ga.; WVLK Versailles, Ky.; WTAG, Worcester, Mass.; KGGM Albuquerque, N. M.; WIRC Hickory, N. C.; WTNC Thomasville, N. C.; WGTM Wilson, N. C.; KSJB Jamestown, N. D.; WKRC Cincinnati; WHJB Greensburg, Pa.; WMBS Uniontown, Pa.; WKAQ San Juan, P. R.; WIS Columbia, S. C.; KTBC Austin, Tex.; KFDM Beaumont, Tex.; KCRS Midland, Tex.; KVNU Logan, Utah; KPQ Wenatchee, Wash.

**Modification of CP**

**WKAX-FM Birmingham, Ala.**—Mod. CP new FM station to change ERP to 9.212 kw.

**KECA-FM Los Angeles**—Mod. CP new FM station to change ERP to 56 kw.

**WEHS Chicago**—Mod. CP new FM station for extension of completion date.

**WKY-FM Oklahoma City**—Same.

**WMBT Peoria, Ill.**—Mod. CP new commercial TV station for extension of completion date to 9-29-49.

**WTPS-TV New Orleans**—Same to 9-30-49.

**WDAF-TV Kansas City, Mo.**—Same.

**WBT-TV Charlotte, N. C.**—Same.

**TENDERED FOR FILING**

**AM—1490 kc**

**KWEW Hobbs, N. M.**—CP boost power from 100 w to 250 w.

**Assignment of License**

**WCPA Clearfield, Pa.**—Assignment of license from Progressive Pub. Co. to Clearfield Bcstrs. Inc., wholly owned subsidiary.

**APPLICATIONS DISMISSED**

**AM—970 kc**

**WMOG Brunswick, Ga.**—DISMISSED application for CP change from 1340 kc 250 w unl. to 970 kc 1 kw unl. DA-DN.

**AM—850 kc**

**WJW Cleveland**—DISMISSED application for CP increase from 5 kw unl. to 10 kw-D 5 kw-N.

*(Continued on page 80)*

(*) On condition that construction either be completed or interim operation provided by that date.


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# Production

**HAZEL KENYON MARKEL**, director of public service and education at WTOP Washington, has been named station's director of program service, combining duties under one department. Mrs. Markel will continue to supervise all program scheduling, as well as community service, talent, producers and announcers, sports and the music library.

**PAUL MARTIN**, former program director at WKBW Buffalo and more recently television director with Bowman & Black, Buffalo, has been reappointed WKBW program director. He succeeds **JACK GELZER**, who remains in program department.

**VINCE LAURIA**, night manager of WMGM New York, has resigned to join operations department of WCBS-TV New York.

**HOWARD KEEGAN**, former manager of WCFL Chicago, and NBC New York producer, is freelancing television packages in Chicago.

**BOB BELL**, staff announcer at WHOT South Bend, Ind., has been appointed program director.

**BERNARD BARTH**, producer at WLWT(TV) Cincinnati, has been named program director. **CHESTER HERMAN**, who held that position while on loan to the video outlet, returns to his post of assistant program director of WLW Cincinnati.

**GORDON MYERS** has been appointed program director of WGHF New York, succeeding **JAMES McDONOUGH**, who has resigned to assume similar post with WHUC Hudson, N. Y. Mr. Myers, who has been with WGHF for over a year, was formerly with WDAF Kansas City, and NBC New York.

**SHELBY GORDON** joins WBBM Chicago production and script departments. He will write *A New Look at Life*, five-a-week feature, with **JIM CONWAY** and **FAHEY FLYNN. LON SAXON**, Chicago singer and violinist, has joined WBBM as instrumentalist. He was formerly at WGN Chicago.

**BOB HENRY**, program director of WABF (FM) New York, has resigned from station to enter field of television production.

**GLENN BERNARD** has been appointed floorman at WCAU-TV Philadelphia.

**AL AMUNDSEN**, writer-producer, has resigned from KOMO Seattle to establish own production service, including research and script operations and television commercials. He will make his headquarters in KOMO building, 100 Fourth Ave. North, Seattle.

**MARY HUMPHREYS** has joined WIP Philadelphia *Kitchen Kapers* staff.

**EDDIE LEE**, formerly with WLW Cincinnati, WWJ Detroit and WKY Oklahoma City, has been appointed chief of production at WAMS and WAMS-FM Wilmington, Del.

**LARRY SOLWAY** and **CECIL LINDER** have joined announcing staff of CKGB Timmins.

**SALLY BAKER**, former director of women's activities for WRFD Worthington, Ohio, has been appointed director of home economics department at KMBC-KFRM Kansas City.

Miss Baker

**RICHARD NOEL** has joined staff of WNBW(TV) Washington.

**EVERETT MITCHELL**, m.c. of NBC's *National Farm and Home Hour*, has received plaque from Iowa chapter of Sigma Delta Chi, professional journalistic fraternity, in recognition of his 25 years of broadcasting and service to agriculture. He was also initiated into group.

**JAY SCOTT**, formerly with television department of Western Press Agency, St. Louis, has joined WMCT(TV) Memphis as writer-producer.

**J. HAMPTON KEATHLY**, formerly with KPLC Lake Charles, La., KRLD Dallas and KPRC Houston, has joined announcing staff of KTRE Lufkin, Tex.

**MRS. DOROTHY PARR**, sister of **MARTHA DEAN** of WOR New York, has joined WWNY Watertown, N. Y., to take charge of *Harriette Meets the Ladies* series. She succeeds **MRS. GWENDOLYN BUCKINGHAM SCANLIN**, who has retired to private life.

**HAL CRANTON**, program director of WWNH Rochester, N. H., and former actor and director in New York, is developing dramatic workshop at U. of New Hampshire.

**LYDIA PERERA**, NBC's *Story to Order* lady, has returned to WBZ-WBZA Boston-Springfield, to handle *Chimney Corner* program. She will continue to do show for NBC also.

**BILL ELLISON** has joined announcing staff of WHBF Rock Island, Ill., after working at WMTA Charleston, S. D.

**BAXTER WARD**, announcer with WMAL Washington, is giving special courses in production at National Academy of Broadcasting, Washington.

**NORMAN FELTON**, TV production director at NBC Chicago, will discuss "Your Future in Television" at U. of Iowa vocational guidance clinic March 26.

**FRANK GOSS** replaces **TRUMAN BRADLEY** as announcer on CBS *Prudential Family Hour*.

**BLUE WRIGHT**, program manager of KGO San Francisco, is the father of a girl.

**ROBERT LEWIS SHAYON**, CBS producer-director of network's *You Are There* series, is the father of a girl, Sheila Russell.

**JOHN TYRRELL**, formerly of CKPC Brantford, has joined announcing staff of CHEX Peterborough, Ont.

**LEE WHYTE**, formerly with WOL and WINX Washington and WARC Rochester, has joined announcing staff of WVET Rochester, N. Y.

**JAY HANNA**, formerly with J. Walter Thompson Co. and N. W. Ayer & Son as director, has joined WOR New York as director-producer.

**GORDON SHALE** has been promoted from control room of CJKL Kirkland Lake, Ont., to announcing staff. **KEN CROSSLEY**, chief announcer of CJKL, has been appointed chairman of Kirkland Lake Library Board.

**BILL BULLINGTON**, production manager of KSGM Ste. Genevieve, Mo., is the father of a girl.

**EDMUND DAWES**, producer of teenage programs at WFIL Philadelphia, has been named as a Philadelphia area judge for Advertising Federation of America's third annual essay contest.

**DON STEVENS**, announcer at WSB Atlanta, and Edna May Powell have announced their marriage.

**TINY HAMRICK**, former program director for WJJL Niagara Falls, N. Y., has joined WKBW Buffalo as all-night disc jockey.

**GEORGE HALL**, former announcer at CKGB Timmins, has joined CFCH North Bay as announcer.

AGENCIES • ADVERTISERS • STATIONS

*Announcing*

1949 RADIO-TV MAP

DESIGNED FOR PLANNING - SELLING

● This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

● You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

*YOUR 1949 RADIO-TV-PICTURE - 25" x 35"*

● *Excellent for presentations - - visualizing markets - - chartering sales territories, costs and volume - - ready reference at a glance.*

60¢ PER MAP 25"x35"

50¢ each 10 or more

40¢ each 50 or more

**ORDER YOUR MAPS TODAY!**

BROADCASTING • Telecasting
*National Press Building*
*Washington 4, D. C.*

Please send _____ 1949 Radio-TV Maps. $ _____ enclosed. (Check or money order, please. At these reduced prices we cannot bill for less than 10 maps—$5.00)

*NAME* _____

*FIRM* _____

*ADDRESS* _____

*CITY* _____ *ZONE* _____

*STATE* _____

Latest Record Hits

on new "DJ" couplings from RCA VICTOR*

IRVING Fields

St. Louis Blues
Beautiful Eyes
DJ-659

SAMMY Kaye

Love Me!
Love Me!
Love Me!
The Right Girl For Me
DJ-660

TONY Martin

Comme Ci—Comme Ca
The Bells In Her Earrings
DJ-661

WAYNE King

Don't Gamble With Romance
Susy
DJ-662

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS


# FCC UPHELD

## *Appeals Court Rules On Competitives*

THE COURT of Appeals for the District of Columbia last week upheld FCC's right to call off a competitive hearing and grant one or more of the competing applications when enough frequencies become available to permit grants ultimately to all.

The action came in a decision dismissing Mansfield (Ohio) Journal Co.'s appeal from the precedure followed by the Commission in the Mansfield FM case [BROADCASTING, Jan. 19, 1948]. In that case there originally were three applicants for two channels; a hearing was held; then FCC allocated a third channel to Mansfield and took the applications out of hearing, granting WMAN Mansfield's and holding Mansfield Journal's and the Unity Corp.'s for separate consideration later.

The Journal Co. in its appeal claimed the three applications should not have been "severed" from the comparative proceeding, and, further, that granting WMAN's application first gave its FM station a commercial advantage in getting on the air first.

The court's decision, written by Justice Wilbur K. Miller, declared:

**The appellant applied, not for any specific channel, but for any channel which the Commission might assign to it. It appears there was no appreciable difference in the value and usefulness of the three available channels, so the assignment of one to [WMAN] did not in the slightest diminish appellant's chance to success in obtaining a construction permit. In that respect, therefore, the order assigning a channel to [WMAN] did not aggrieve the appellant nor adversely affect its interests.**

In support of its claim that WMAN had been given a commercial advantage, the Journal Co. cited the so-called Sanders case decision. Of this Justice Miller declared:

**As we read the Sanders case the Court held that economic loss to an existing station, without more, is not a valid reason for refusing a license to a new applicant, but that the existing station in such circumstances has the requisite standing to appeal. . . . It is our view that to apply the Sanders case to the existing situation would unduly extend it; for this appellant is not the owner of an existing station and does not hold a construction permit. It is merely an applicant for such a permit, which it may never obtain.**

**In these circumstances to hold that the appellant may appeal from the [WMAN] grant would amount to a holding that whenever two or more applications, not mutually exclusive, for similar licenses in one locality are pending before the Commission, they must be acted on simultaneously so that no applicant may gain advantage by beginning operations before another. We are not prepared to announce such a ruling.**

The Journal Co. is also appealing from a later FCC decision denying its FM and also AM applications on grounds that the owners had sought to suppress competition in the dissemination of news and to achieve an advertising monopoly [BROADCASTING, Nov. 15, 1948]. That appeal, not yet heard by the court, also involves the Lorain Journal Co., which is owned by the owners of the Mansfield firm and which lost a bid for a new station at Lorain.

The newspaper companies are owned by Isadore and S. A. Horvitz. Their respective AM applications were for 1140 kc at Lorain and 1510 kc at Mansfield.

## FORD PROMOTION

### K&E to Honor KTUC

KTUC Tucson will shortly add a new Ford station wagon—or, if it prefers, a convertible—to its equipment inventory.

The new Ford will be presented to Lee Little, KTUC president and general manager, by William Chalmers, account executive on the Ford account for Kenyon & Eckhardt, New York, Ford agency.

Reason for the gift is the 1948 fall promotion campaign conducted by KTUC for *Ford Theatre*, adjudged by a group of radio publication editors the best of any entered in the contest run by the agency.

To promote the opening of the 1948-49 *Ford Theatre* broadcasts—now Friday evening on CBS after a year of Sunday afternoon broadcasts on NBC—KTUC utilized the "moving" theme. A theatre stage, complete with costumed actors, was loaded on a moving company truck and, after a tour of Tucson's business district, the stage and actors were unloaded by a giant crane on the doorstep of the KTUC studios.

This opening stunt, symbolizing the program's "move" to KTUC, was followed up by consistent promotion of various types.

Special certificates will be awarded KSWM Joplin, Mo., and KOTA Rapid City, S. D., runners up.

## Pioneers Banquet

RADIO Pioneers, organization whose qualification for membership is a minimum of 20 years' active participation in some phase of radio, will hold its annual banquet March 31 at Toots Shors restaurant in New York. Edgar Kobak, MBS president, is also president of the Radio Pioneers.

**KING OF BABYLON, one of the many rulers during Mardi Gras, greets his subjects over WWL New Orleans. The station carried 35 broadcasts during the festivities, including street parades and masked balls. All Mardi Gras Day broadcasts March 1 were sponsored.**

## AAAA BOARD

### No. Calif. Chapter Elects

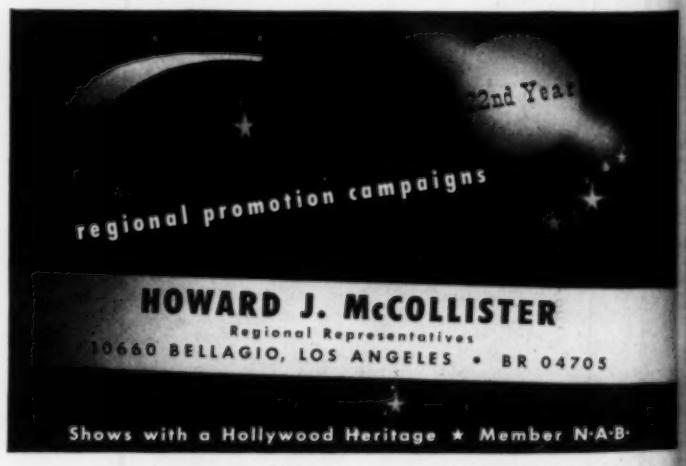
THE NORTHERN California Chapter of American Assn. of Advertising Agencies has elected new members to the board of governors for 1949.

The board, elected at a meeting in the Palace Hotel San Francisco on March 3, will appoint officers of the chapter at a meeting to be held in the near future.

Elected to the board at the meeting were:

Ford Sibley, of Foote, Cone & Belding; Ross Ryder, of Ryder & Ingram; and Edward A. Merrill, of Young & Rubicam. Henry Krieger, of Honig-Cooper Co., and a vice chairman of the board, and Harrison McClung, of J. Walter Thompson Company, were re-elected to the board.

At the same meeting members of the chapter heard an address, "Agency - Media Relations," by Richard Scheidker, vice president of AAAA.



2nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

# COMMUNICATIONS

## *New Legislation Under Way*

AN AGENDA of legislative proposals on communications is under preparation and is expected to receive early action from the newly-appointed subcommittee of the House Interstate and Foreign Commerce Committee, it was learned last week.

Executive sessions of the subcommittee, which will study matters pertaining to the Securities and Exchange Commission, the Federal Communications Commission and the Federal Trade Commission, will start "shortly," according to Acting Chairman George G. Sadowski (D-Mich.). The chairman of the subcommittee, Rep. Alfred L. Bulwinkle (D-N. C.), has been in poor health and is presently receiving medical attention [BROADCASTING, March 7].

Several highly controversial measures are included in those which may be considered by the SEC-FTC-FCC subcommittee.

Among those which will be screened is the explosive measure (HR 2410) authored by Rep. Harry R. Sheppard (D-Calif.). The re-introduced bill would prohibit station ownership by either networks or manufacturers of radio or electronics equipment used in stations [BROADCASTING, Feb. 14]. In addition, the measure would restrict the use by stations of network programming to every other alternate hour of the broadcast day. Under the Sheppard bill it is estimated roughly $150 million in station and network properties would be forced onto the market for sale.

Another measure (HR 65), by Rep. William Lemke (R-N. D.), is certain to command close industry attention. The Lemke bill, a carry-over from the 80th Congress, demands allocation of a section of the 50 mc band to FM.

Another Lemke measure (HR 856), which also upholds an argument of the FM factions, would make FCC decisions containing technical or scientific errors appealable to the courts.

Still another perennial which harasses the industry is HR 2428 by Rep. Joseph R. Bryson (D-S. C.). This would prohibit the broadcasting or telecasting of any advertising of alcoholic beverages, which under the definition offered in the bill includes beers and wines.

The subcommittee may also undertake the annual study of how the nation's clocks should be set during the summer period. Rep. Joseph P. O'Hara (R-Minn.) has offered legislation (HR 105) to outlaw "fast time" and establish uniform standard time throughout the nation.

Other measures which have been referred to the full House Commerce Committee, and will probably be assigned to the subcommittee include: HRes. 107 by Rep. Frederick R. Coudert Jr. (R-N. Y.) to express the gratitude of Congress to amateur radio operators for their peace and wartime service; HR 1711 by Rep. Robert Crosser (D-Ohio), chairman of the full committee, to provide a clearing house in the Dept. of Commerce to furnish technical, scientific and engineering data to American business and industry; HR 3180 by Rep. Crosser, to provide $4,475,000 for a radio laboratory building and equipment for the National Bureau of Standards.

A measure (HRes. 107) by Rep. Crosser, authorizing the House Commerce Committee to undertake investigation of any matters coming within its jurisdiction, has been favorably reported by the House Rules Committee and will now be considered by the House.

## DST Bill

DAYLIGHT saving time proponents in the District of Columbia were approaching their first victory last week. The House Committee on the District March 7 approved for House consideration a Senate-passed bill (S-135) which would permit D. C. commissioners to establish daylight saving time during the summer months.

Advertisement

Have you heard about WMGM's

6 hours weekly of big shows from M-G-M in Hollywood?

Only our affiliation with Metro-Goldwyn-Mayer can bring such features as these to radio, with top Hollywood stars:

★ M-G-M THEATRE OF THE AIR
★ HOLLYWOOD, U. S. A.
★ CRIME DOES NOT PAY
★ At Home With LIONEL BARRYMORE,
*and other top shows!*

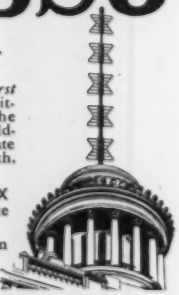
Stations are invited to inquire about our syndication plan for these M-G-M shows.

WMGM
THE CALL LETTERS OF THE STARS

NEW YORK • 50,000 WATTS AM—plus FM

First with the most in
NEW ORLEANS

WDSU



TV Channel 6—
31,000 watts
New Orleans' *first* and *only*. Transmitting from atop the Hibernia Bank Building—the Empire State of the Deep South.
ABC — NBC
DUMONT — WPIX
Television Affiliate
Affiliated with New Orleans Item

AM 1280 kc — 5000 watts
(effective 20,000 watts in greater New Orleans)
Covering New Orleans, South Louisiana and the Gulf Coast.

FM Channel 287 — 15,000 watts
(C. P. 155,000 watts)

WDSU's dominant Hooperating, pioneering service and high listener loyalty is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE
WDSU
Represented by the John Blair Company

# WESTINGHOUSE'S SYMMETRON

## New Amplifier Demonstrated in Baltimore

A NOVEL development in radio frequency circuits, useful in black-and-white and color television and FM broadcasting, as well as VHF and UHF, has been perfected by Westinghouse Electric Corp. The firm demonstrated its Symmetron amplifier in Baltimore, Md., March 3 [BROADCASTING March 7].

The technique was devised to alleviate the problem attending power amplification at high radio frequencies. The Symmetron design is utilized, in practical form, in the Westinghouse 50 kw FM amplifier and new FM-50 kw transmitter, and assures balanced operation on tube loading, according to D. L. Balthis, development engineer in Westinghouse's electronics division.

Westinghouse engineers said that, utilizing tube types now available, the Symmetron makes possible application on varied radio frequency power levels from one and a half to five times greater than those obtained with commercial equipment now manufactured for the 50 mc-1,000 mc region. Special tubes for the ampifier would further increase their range of utility, Westinghouse reported.

Power levels affected are these: For FM broadcasting, 75 kw in the 88 mc to 108 mc band; for black-and-white TV, 25 kw in the 54 mc-88 mc band, and 10 kw in the 174 mc-216 mc band; for black-and-white or color TV, 1 to 2 kw in the 500 mc-1,000 mc spectrum.

The design, with tubes operated in parallel and symmetrically inserted into coaxial tanks around a common axis, lends itself to multiple application and requires only three adjustable tuning controls. In addition, from two to ten or more tubes may be operated in parallel without affecting the circuit symmetry, Mr. Balthis said. Eight triode tubes are used in the 50 kw FM power amplifier.

Westinghouse officials held a luncheon reception for the trade March 3 at the Hotel Sheraton-Belvedere, where Mr. Balthis outlined the principles and details of Symmetron applications. The group then visited the Landsdowne Works plant outside Baltimore to inspect the Westinghouse demonstration.

## Technical

**GEORGE W. BARTLETT,** transmitter supervisor at WDNC and WDNC-FM Durham, N. C., has been appointed chief engineer. **ROY KING** succeeds him as transmitter supervisor.

**DUANE B. ALLISON,** chief engineer at KHAS Hastings, Neb., is the father of a boy.

**HARRY EHRHART,** in charge of administration in WCAU Philadelphia's technical department, is at home after three weeks in the hospital following a heart attack.

**FIRST** units of 16-element, sleeve dipole antenna system to be installed by WCBS-TV New York atop Chrysler Bldg. have been delivered. Antenna, which has power gain of 4.2, was designed and built by **ANDREW ALFORD,** engineering consultant firm. Antenna will complete installation of station's new 5 kw transmitter.

# BARRON'S FIRM

## Now Gautney, Ray & Price

CONSULTING radio engineering firm of the late John H. Barron has been purchased from his heirs and renamed Gautney, Ray & Price. Mr. Barron, formerly with FCC's engineering department, was sole owner of the firm for 13 years until his death last December [BROADCASTING, Dec. 13, 1948]. Company will retain offices at 1052 Warner Bldg., Washington, D. C.

George E. Gautney served with Mr. Barron four years. Homer A. Ray and John C. Price have been with the firm a year each. Clyde H. Bond, another associate, has retired and moved to the West Coast. The new principals plan to continue essentially the same service.

## Guild Names Durr

CLIFFORD J. DURR, liberal former member of FCC, now practicing law in Washington, was elected president of the National Lawyers Guild at its ninth national convention, held in Detroit last month. The Guild went on record as opposing President Truman's loyalty program, which had been a target of attack by Mr. Durr even before his Comissionership expired last June 30. It also called for outright abolition of the House Committee on Un-American Activities.

# TUBE PLANT

## RCA Building in Indiana

GROUND-BREAKING for RCA's new manufacturing plant in Marion, Ind., was held March 3, with Gov. Henry F. Schricker officiating at ceremonies. New center, erected by the company's tube department, will serve as a "feeder" plant for mass production and supply of 16-inch direct-view metal picture tubes and kinescopes for the television industry.

Building is expected to be completed by early fall and to start full-scale output of large metal tubes within a year. Meanwhile temporary machinery will be installed in existing plant buildings on the site. First 16-inch tubes will be produced by summer.

## Sergio Firm

LISA SERGIO, news commentator, analyst and lecturer, announced last week the formation of World-Scene Productions, New York, for packaging of radio and video programs. Working with Miss Sergio in the new package firm, is Bernice Windt, formerly with DuMont Television Network, Armed Forces Radio Service, and NBC.

## Turntable

**FREDERIC W. ZIV Co.,** Cincinnati, has announced three-year renewal of its *Guy Lombardo Show* by Sears, Roebuck & Co., through Wilhelm-Laughlin-Wilson & Assoc. Show is aired on KRLD Dallas. Also announced is sale of *Easy Aces, Korn Kobblers, Showtime from Hollywood, Barry Wood Show* and *Once for the Book*, five days a week, across-the-board, to KICA Clovis, N. M.

**TAPETONE Mfg. Corp.,** Brooklyn, has announced its "Tapetone" magnetic tape sound recorders, previously available only in kit form, may now be obtained factory assembled, complete and ready to operate, and mounted in convenient leatherette carrying case.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

# Allied Arts

## RADIO ACTORS
### Unemployment Rate High

UNEMPLOYMENT rate among radio actors in the spring of 1948 was very much higher than among the working population as a whole, a survey covering 15 metropolitan areas disclosed.

The survey, first of a series, was made by the Bureau of Labor Statistics in cooperation with the American Federation of Radio Artists. It included 3,742 artists in New York, Los Angeles, Chicago, San Francisco, Boston, Detroit, Seattle, Cincinnati, Pittsburgh, St. Louis, Portland, Ore., Washington, D. C., Cleveland, Minneapolis and Kansas City.

One out of every four radio actors was unemployed in a typical week in the spring of 1948, an unemployment rate eight or nine times as high as the rate for all working people in the country, the survey report states. Among radio singers the unemployment rate was found to be four or five times as high as among the entire working population. Most announcers and sound effects men, however, were found to be regularly employed.

## JOINS WORLD
### Friedheim To Head Sales

ROBERT FRIEDHEIM, director of NBC radio recording division for past 12 years, resigned March 1. He joins World Broadcasting System as sales manager. A. B. Sambrook continues as head of commercial department of World.

Mr. Friedheim

Mr. Friedheim will make his headquarters at 501 Madison Ave., New York, according to an announcement by John Sinn, president of World. Prior to joining NBC, Mr. Friedheim was with WMBH Joplin, Mo., and the Joplin *Globe & News Herald.*

**GRAPHIC REPORTS,** Washington, new visual presentation firm formed by **MICHAEL FOONER,** has branched out into television news field. Firm already has supplied material for NBC-TV's *Camera Newsreel.* Through special process originated by Mr. Fooner, graphic presentations of news items are developed in fraction of usual time making it possible to telecast any story in graphics few hours after it happens.

**STORE BROADCASTING SERVICE,** Chicago, which provides music and food product announcements to IGA supermarkets in that area, has changed management, with WEAW-FM Chicago assuming control. **Storadio Adv. Co.,** New York, Chicago and Des Moines, has been appointed national sales representative. **ERNEST P. BALDWIN** is eastern manager.

**JACK STRONG,** formerly with McCann-Erickson and Sutton & O'Brien, has joined O'Brien & Dorrance, New York sales promotion firm, as art director.

**GEORGE FISHER,** former station manager, program director and co-owner of WKOB North Adams, Mass., is now instructor in announcing and continuity writing at National Academy of Broadcasting, Washington.

**ALEXANDER FILM CO.,** Colorado Springs, Col., has announced firm will produce television advertising films.

### Equipment

**TELEVISION Assoc. Inc.,** Chicago, has become sales representative for Zoomar lens and Video Balowstar lens. Zoomar sells for $7,500, Balowstar for $2,700.

**SYLVANIA ELECTRIC Products Inc.,** radio division, has announced new line of specially-processed receiving tubes for replacement service in television sets.

**CROSLEY Div., Avco Mfg. Corp.,** Cincinnati, has announced two new television - radio - phonograph consoles, Model 9-404M and Model 9-414B. Both models provide 52-square-inch video picture on 10-inch direct-view tube, AM and FM, and automatic phonograph which plays both 33⅓ rpm and 78 rpm records. Suggested retail price is $499.95 for Model 9-404M and $529.95 for Model 9-414B.

**MOTOROLA,** Chicago, has announced appointment of **W. WESLEY BALLARD** as director of publicity and advertising for its communications division. He replaces **JAMES CODY,** who has resigned to join Professional Equipment Co., Chicago.

**C. M. SHERWOOD,** formerly with Elliott Lewis Corp., Philadelphia, has been appointed sales manager of Andrea Sales Corp., sales agent for Andrea Radio Corp.

Mr. Sherwood

**RCA TUBE Dept.,** Harrison, N. J., has announced following new appointments: **W.L. ROTHENBERGER** as assistant general sales manager to coordinate and direct all sales activities; **WILLIAM H. PAINTER** as manager of merchandise division; **H. F. BERSCHE** as manager of renewal sales section, and **M. J. CARROLL** as manager of equipment sales section.

**WESTINGHOUSE Electric Corp.,** Pittsburgh, has announced new TV antenna, Stratovision television antenna, featuring interchangeable components adaptable to all type of receiving arrays and designed for simplicity and ease of installation.

**ZENITH Radio Corp.,** Chicago, has announced new radio-phonograph console and table model. Suggested retail price for console is $329.95 and $99.95 for table model.

## WHOM SUBSIDIARY
### Record Firm Is Organized

A RECORDING and transcription business to be known as Coastal Recording Co. was formed by WHOM New York, Fortune Pope, executive vice president and general manager of the station, has announced.

Mr. Pope

The new subsidiary will be located in the new studios of WHOM in New York, where complete recording facilities have been installed.

Mr. Pope stressed the fact that though WHOM is a foreign language station the recording firm would not be confined to the foreign language field.

Tom Kelleher, formerly with World Broadcasting Co., New York, has been named recording manager of Coastal Recording Co.


PLUS VALUES

that don't appear on the rate card

Time rates are cold things. They can't show the cooperative effort KDYL's staff puts behind sponsors' selling problems.

Is your product getting proper display in stores? KDYL merchandising men have helped many a sponsor with that problem.

That's just an example of the plus values you get on KDYL and KDYL-W6XIS television.

National Representative:
John Blair & Co.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION



Let Them Star For You!

You can put The Texas Rangers, stars of stage, screen and radio, to work for your products – your client.

Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations – over four straight years for two different breweries, five years for a bakery, over five years for a dairy.

The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity –ideal for either FM or AM.

They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO



SUCCESSFULLY PERFORMED

KWKC
250 W—MBS
Abilene, Texas

WEAM
5,000 W—Ind.
Arlington, Va.

PROMOTIONS BY

RADIO TELEVISION PUBLICITY CORPORATION

EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS

*Member National Association of Broadcasters*

# • CLASSIFIED ADVERTISEMENTS

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

***BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.***

## Help Wanted

### *Managerial*

**Northcentral** successful small town network station wants manager. Send entire background, picture, etc. first letter. Box 113a, BROADCASTING.

**250 watt** fulltime station major southern market looking for capable manager with selling ability. Give full details first letter. Box 344a, BROADCASTING.

**Commercial manager** wanted for Texas 1000 watt fulltime station. Must be salesman with ideas. Salary open. Permanent. Write Box 433a, BROADCASTING.

**Wanted**—Manager for midwest kilowatt daytime, going fulltime now and in the black. Also manager and associated manager interested in owning a fulltime local. L. W. Andrews, Inc., 219 Whitaker Bldg., Davenport, Iowa.

### *Salesmen*

**Regional network** station in midwestern single station market has opening for experienced salesman with opportunity to advance to sales manager or assistant manager, salary with percentage of increase. No get rich quick boys wanted. This is a stable permanent position and calls for experienced hard hitting sales effort. Write giving full particulars, experience, salary desired and last three employers. Enclose photograph. Care Box 280a, BROADCASTING.

**Salesman** capable of taking position of commercial manager for Florida network station. Straight salary for one who can produce business. Must have had 5 or more years of radio selling experience. Send outline of experience, photo to Box 288a, BROADCASTING.

**Sales manager**—CBS affiliate, city 50,000, Pennsylvania. Prefer friendly, conscientious, married man who knows sales. No high pressure. State age, salary expected. Box 406a, BROADCASTING.

**Is there a radio** salesman in Dallas interested in becoming member of old established representation firm? Must carry himself on liberal commission and overall profit participation basis. Box 421a, BROADCASTING.

**Looking for aggressive** time salesman. Very good potential earnings. Ideal climate in city of 15,000. Address all inquiries to Box 429a, BROADCASTING.

**$elf-propelled,** pusher type $alesman for livewire local independent in $outhern city. $plendid opportunity for experienced man unafraid of competition. Box 438a, BROADCASTING.

### *Announcers*

**Excellent** southern station in major market has position for top announcer. Pay schedule includes incentive plan. Total salary $85.00 to $90.00 per week. Good future. Send photograph, complete business and personal references. Minimum four years experience with good stations. Two years college background. All-round ability to qualify. Send audition sample of disc jockey work, news, commercial spots. Inexperienced men need not apply. All reliefs confidential. Box 266a, BROADCASTING.

**Southern California** station has permanent position for announcer with thorough knowledge and background classical music. Deep voice and writing ability. He will produce. Write and announce two hour nightly symphony five nights weekly. Be record librarian. A first class ticket will add to his earnings or he may have a sales background which will add to earnings. But he must be one of these combinations. Submit transcription classical program. Photo and letter of qualification one package. Don't waste everybody's time if your pronunciation isn't perfect and your classical background complete. Box 287a, BROADCASTING.

## Help Wanted (Cont'd)

**Wanted**—Experienced announcer for morning shift. Must be able to run disc show. Apply, giving qualifications, salary requirements and references. Send disc to Ray Schreiner, Chief Announcer, WBTM, Danville, Virginia.

**Wanted**—Experienced announcer 250 watt NBC affiliate, southerner preferred. WGRM, Greenwood, Mississippi.

**Wanted**—Experienced announcer ready for advancement to PD in 250 watt MBS station. Full details first letter. WHUN, 400 Wash. St., Huntingdon, Penna.

**Five combination men** with first class engineer's license. Top pay for top personality deejays, immediate openings. Rush disc and complete data to Earl Harper, WNOR, Norfolk, Virginia.

**Wanted** — Combination announcer-engineer with emphasis on announcing. Also one experienced announcer. Pleasant working conditions. Please contact: Manager, WRQN, Vidalia, Georgia. Telephone 327 or 693.

**An experienced announcer** who has first class ticket. Emphasis on announcing ability. Florida network station. Must have car. Send disc, photo, outline of experience and salary requirements to WSPB, Sarasota, Florida.

**Southern network** station will pay $70.00 per week for good combination announcer - engineer. Box 418a, BROADCASTING.

**250 watt** Mutual affiliate with heavy commercial schedule wants announcer with some experience. No news or sports. Good future for a hard worker. $40.00 straight for a 44-hour week. Ralph Henry, KVER, Albuquerque, New Mexico.

### *Technical*

**Wanted**—Chief engineer for established midwest station in city over 50,000. 250 watts unlimited AM. 10 kilowatts FM. Network affiliate. Completely news plant. Experience and trouble shooting ability essential. Must be able to manage personnel. Good remuneration. Paid vacation. Free group insurance with hospital benefits. Our operation requires chief to pull some transmitter shifts. Write all details. Box 290a, BROADCASTING.

**Chief engineer**—Experienced with good background, to maintain modern 250 watt northern Alabama station. Living conditions good, near-by large city. Send detailed resume of experience, background and references. Good salary. Box 404a, BROADCASTING.

**Chief operator's assistant for upstate** New York 1000 watt broadcasting station. Must have thorough experience in construction and operation of directional antenna array, transmitter and speech equipment. Also can use two radio operators holding a radio telephone first class license. Services required immediately. Telephone Mr. Brown, Monroe 7710, Rochester, New York.

### *Production-Programming, others*

**French Montreal** station has opening for creative program producer, must speak and write French, have initiative and possess all-round qualifications. Interesting salary to the right joe—but good. Provide all particulars and salary expected. Write to Box 391a, BROADCASTING.

**Girl** continuity writer capable of air work. Education preferred. Write or wire details to Leonard G. Anderson, WKBH, LaCrosse, Wisconsin.

**Program director-announcer** wanted by west Tennessee station. Must be thoroughly experienced, a real opportunity, permanent. State beginning salary requirements. A. B. Robinson, Box 309, Jackson, Tennessee.

**Calling on stations, etc?** Represent National Service firm. Profitable. Nonconflicting. Box 375a, BROADCASTING.

## Help Wanted (Cont'd)

**Outstanding opportunity** for young lady, experienced in continuity and air-work. Unusually attractive salary and working conditions. WPDX, Clarksburg, W. Va.

## Situations Wanted

### *Managerial*

**Manager**—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

**Manager** presently employed 5000 watt network affiliate. Eight years with present company. Excellent experience in sales, promotion, programming. Knows how to handle employees. Family man. Highest recommendations. Good sound proposition only. Box 298a, BROADCASTING.

**Commercial manager**—10 years experience all phases. Can qualify as manager. Dependable. College education. Desire permanent connection with a future. Excellent references. Box 325a, BROADCASTING.

**Experienced** radio man, as assistant manager, working commercial manager or salesman. Proven record. Excellent references. Midwest or central states preferred. Box 376a, BROADCASTING.

**Station owners!** Man-wife package. Man, 29, now station manager, experienced chief engineer, program director, announcer, copy, and salesman. Wife sensational saleswoman, now commercial manager. Want managership new, progressive station or Mutual outlet in small, friendly southern market . . . or what have you? Available two weeks notice. Excellent references. Write or wire Box 380a, BROADCASTING.

**Manager available.** Ten years in radio, experienced in all departments. 5 years assistant to manager. If interested, please send details. All replies answered. Box 392a, BROADCASTING.

**Managerial**—Presently employed settled family man. Years experience successful management from CP stage, emphasizing sales and programming. Prefer small market new station or CP with salary commission contract. Would consider sales manager offer. After contact will visit you for discussion. Box 402a, BROADCASTING.

**Manager** available now. Thorough knowledge of radio. Worked all departments. Announcing, programming, copywriting, newscasting, selling. Set up 250 watt station now going concern. Family man, sober, dependable, age 32. Has car. Highest references. Box 422a, BROADCASTING.

**Reganam**: is manager spelled backward. May I submit my qualifications to lead your station forward? Twelve years local and regional experience all departments. Box 427a, BROADCASTING.

### *Announcers*

**Baseball announcer, can give play-by-play with the best. I have the experience plus topnotch voice and delivery. Save time. Try me first. Answer all offers. Box 231a, BROADCASTING.**

**Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. Married, 26, family. April 1st. Box 277a, BROADCASTING.**

**Announcer,** 23, married, sober, versatile, well-trained by professionals. University background. Will travel. Disc and photo upon request. Box 304a, BROADCASTING.

**Experienced announcer**—script writer with 5000 watt network affiliate. Specialize in adlib. Disc shows, comics, audience participation, etc. Prefer east. Available immediately. Transcription, photos, scripts and references on request. Box 310a, BROADCASTING.

**Sports play-by-play.** Former network announcer now employed in baseball, football, basketball, play-by-play desires change of location. Dependable with best references. Could report start of baseball season. Box 358a, BROADCASTING.

## Situations Wanted (Cont'd)

**Prolific announcer**—2 years experience. Powerful voice, authoritative newscasting style. Single, 24, will tackle anything promising. Box 308a, BROADCASTING.

**Announcer**—Sportscaster. Experienced play-by-play all sports, including recreation. Also news, commercial announcing. Presently employed. Box 373a, BROADCASTING.

**Experienced announcer,** all phases. Presently Columbia affiliate seeks position progressive station offering future. Far west preferred but not absolutely necessary. Box 374a, BROADCASTING.

**Program director,** announcer-writer desires position as program director or announcer in small station. Anywhere in U. S. Experienced. Box 381a, BROADCASTING.

**A gentleman's agreement!** You supply the live microphone and other necessary equipment and I'll sell your sponsors' products and skyrocket your listening audience, so we'll both be happy and make money. Selling delivery. Personality jockey, authoritative newscaster. Thoroughly experienced. Can furnish proof of excellent broadcasting sales. Wire or write. All replies immediately answered. Box 383a, BROADCASTING.

**Announcer** experienced, congenial, worthwhile addition to your staff. Top-notch references. Box 384a, BROADCASTING.

**Man and wife** presently employed desire to change positions to a progressive station with chance for advancement. No children. One year experience in radio. Man excels in newscasting, commercials and remotes. Wife all kinds of women's shows, drama and continuity. Will consider good offer anywhere. Two weeks notice. Try us. Box 385a, BROADCASTING.

**Hillbilly** disc jockey, knows business, musician. Two years experience. Employed. Box 386a, BROADCASTING.

**Announcer,** all phases, 26, family. Three years of solid experience. College, stage work. Good personality and appearance. Deep resonant voice. Presently employed in 5 kw affiliate. Audition disc upon request. Only progressive station considered. Box 388a, BROADCASTING.

**Announcer.** Green, well trained, pleasing, sincere, dependable, sober, understanding, helpful. Box 389a, BROADCASTING.

**Announcer** — Some experience, all phases, young, single, willing to travel. Box 390a, BROADCASTING.

**Announcer**—Graduate of leading radio school. Intelligent, reliable, honest. Interested in any station affiliated with the Mutual Network. Night turn desirable, no practical experience, but hard worker. Good voice. Give me a chance with you. Salary no object whatsoever. Go anywhere in the country. Box 395a, BROADCASTING.

**Announcer** — Experienced. Presently employed 1000 watt NY station. All phases. Seek staff position with progressive station. Top commercial delivery. Single, sober. Northeastern stations only. Disc on request. Box 396a, BROADCASTING.

**Florida stations only!** Announcer-writer-producer 5 years top experience. Box 399a, BROADCASTING.

**Announcer,** experienced, personable, single, vet, 32, morning man, sports, news, news rewrite. Not network caliber but good up to 5 kw. Some production, continuity. Air check available. Box 400a, BROADCASTING.

**NU man,** single, offers 2 years experience in competitive markets for permanency with progressive south or midwest. Details 1st letter. Box 403a, BROADCASTING.

**Announcer**-continuity writer, immediate availability. Strong news and commercials, ten months experience on console, good adlib. Presently employed 1 kw independent. John Billingsley, Box 172, N. St. Station, Nacogdoches, Texas.

**Announcer**—Experienced, college degree in speech, single, age 29. Presently employed at independent 1000 watt daytime station. Contact David Shelley, 514 West 6th Street, Bloomington, Indiana.

## Situations Wanted (Cont'd)

**Experienced** announcer—1½ years, single, will travel. Full knowledge of control board, remotes. For disc, details, Bill Webber, 1199 Hancock Street, Brooklyn 21, N. Y.

**In Texas**, announcer-engineer, 28, family, first class ticket, experience as staff announcer on board, Texas station. George White, Post Office Box 1742, Fort Worth, Texas.

**Versatile announcer,** 23, well versed, sportscasting, newscasting, commercial message, acting, at comprehensive radio school. Radio City. College graduate. Youth with desire and capacity for furtherance of skill. Box 318a, BROADCASTING.

**Announcer,** with college background in journalism. Have some announcing experience. I am 24 and single and will travel anywhere in the east. Disc etc. on request. Box 405a, BROADCASTING.

**Sportscaster.** Fully experienced all play-by-play. Five years. Presently employed sports director. Produce, direct sports shows. Top references. Box 407a, BROADCASTING.

**Sports announcer** and director at present for metropolitan New York station. Can do play-by-play for three major sports. Now have disc show with proven listening audience. Experienced in all other phases of radio. Married. College. Willing to travel. Best recommendations. Minimum salary $70 per week. Box 409a, BROADCASTING.

**Announcer,** continuity man, AB Degree in speech, also year of law, 25, single, interested in sportscasting, excellent radio voice, middlewest preferred. Box 410a, BROADCASTING.

**Announcer,** 25, single, college graduate, leading radio school Radio City. Disc available. Box 411a, BROADCASTING.

**Announcer-Married,** 27, 6½ years experience. Looking for station with television possibilities. Background: Sports, news, disc, dramatics. Two years college. Northeast metropolitan area preferred. Presently employed chief announcer, $70 & talent. Desire personal interview. Box 414a, BROADCASTING.

**Opportunity wanted**—Experienced announcer, news programs a specialty, popular and classical music, theatrical background. College graduate. Veteran. Disc on request. Box 416a, BROADCASTING.

**Man-about-sports.** Listener tested and approved three years at present station. Superior references. Deft discs, news, commercials. Box 417a, BROADCASTING.

**Experienced announcer,** operates board. Graduate of radio school. Experienced service man and continuity writer. Clean cut and good habits, 27. Will travel. Disc, photo available. Box 424a, BROADCASTING.

**Desire** on-job-training (announcer). Graduate School Radio Technique—some experience. Have ambition, talent, eligibility certificate. Will go anywhere. Disc-photo on request. Box 426a, BROADCASTING.

**Eight years** behind the sports mike. Specialize in baseball and all sports play-by-play. Can show letters from satisfied national and local sponsors. Write my own sports shows. Will free lance, but prefer permanent position. Box 430a, BROADCASTING.

**Announcer** — Married. Presently employed in heavily commercialized area. Experienced all phases broadcasting with special interest—newscasts, dance orchestras. Desires opportunity to advance with new station. Also possibility of buying few shares of stock. References. Disc and photo on request. Available two weeks notice. Box 436a, BROADCASTING.

**Broadcasting school** graduate with some experience in Mutual affiliated station. Desire job in northern station, preferably the east. Am single, veteran and very dependable. Not afraid of hard work, have done all sorts of announcing and control work at last job. Commendable references from last employer. Eager to get going again. Box 437a, BROADCASTING.

**Self-respecting** staff man desirous of locating in progressive community. Announcing, traffic, production experience. Well educated. Dramatic and other specialized training. Plan to study for engineer ticket. Teetotaler. Now employed. Splendid references. Seeking congenial, profitable connection. Write Box 1217, Orlando, Florida.

**Thoroughly experienced** announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

## Situations Wanted (Cont'd)

**Experienced** sports announcer in play-by-play of four (4) major sports. Qualified staff announcer also. Prefer midwest. Address replies: Dick Blaesing, 2215 Colfax Ave., South Minneapolis 4, Minnesota.

**Announcer,** experienced. Former musical director, sports editor. Married, vet, 25. Bob Lynn, 2634 W. Logan Blvd., Chicago 47, Ill.

**Sports announcing,** young, energetic, experienced; capable handling spotter board, all sports, all phases announcing, actual play-by-play disc available. Jerry Pierce, Pathfinder, Radio Broadcasting, 1329 Oak, Kansas City, Missouri.

### *Technical*

**Experienced** control and transmitter. Familiar with television operation. CREI graduate. Prefer west. Box 183a, BROADCASTING.

**Radio operator**—13 months transmitter of 250 watt station, some remotes, tape recordings. Graduate RCA Institute. Box 316a, BROADCASTING.

**First phone** vet seeks engineer position west. No experience broadcasting. Box 349a, BROADCASTING.

**Engineer**—Eighteen years varied experience including construction of two 250 watters. All your maintenance or construction problems handled skillfully. Presently employed chief of 250 watter. Box 367a, BROADCASTING.

**Engineer**—First phone, 19 months experience 250 watt and kilowatt DA. New England or New York area. Box 379a, BROADCASTING.

**Broadcast;** young man, willing, intelligent, able; not burdened by years of experience wants to get his foot on the first rung of the ladder. First class radio telephone license. Radio school graduate; 1 year college. Partial to Yankee territory, anything above Mason-Dixon line. Box 393a, BROADCASTING.

**Available May 30** experienced engineer. Good technical background. Former chief 250 watt local. Some announcing. Active ham, have car, consider anything. P. O. Box 592, Columbia, Missouri.

**Operator**—First phone, first telegraph, 26, wants operator job or combination. No broadcast experience but plenty communications. Go anywhere west of Mississippi. Available immediately. Murray, Box 441, Thousand Oaks, Calif.

**Engineer**—Experience in AM, FM, station, 2½ years technical training in AM, FM, UHF and all phases of television. Desire position with progressive station with future television possibilities. Available immediately. Single, excellent references. Charles Hanley, 815 Simmons Ave., Phone Kirkwood 1724.

**Engineer-announcer.** Experienced 25 year old married veteran with ticket desires combo position with emphasis on announcing. Midwest preferred. Box 412a, BROADCASTING.

**Will buy** minority stock, offering dividends, engineer's job and salary. Box 419a, BROADCASTING.

**Engineer**—First phone. Nineteen years old. Graduate leading radio school. Some broadcast experience. Box 425a, BROADCASTING.

**Transmitter operator,** preferably in Minnesota, Wisconsin or Iowa. First phone, five kw experience as relief operator. Dependable, good references. Box 432a, BROADCASTING.

**Newly licensed** first phone, eager to learn. Veteran, married. Have house trailer. Harold Higgins, 888 26th Street, Marion, Iowa.

**First phone** engineer desires permanent position with broadcast station. Age 20. Will travel. Have car. Don Ponec, 5421 South 20th Street, Omaha, Nebraska.

### *Production-Programming, others*

**Young man** thoroughly trained wants job as continuity writer and announcer. Can start at once. Discs and scripts furnished on request. Box 246a, BROADCASTING.

**Program director-sales** manager. All-round announcer. At present major market executive. References tops. Box 306a, BROADCASTING.

**Gag writer** for disc jockeys available. Will send free material. Box 319a, BROADCASTING.

**Ready to advance** in programming and news. Five years experience. Now in second year southwest regional. References and disc on request. Box 321a, BROADCASTING.

## Situations Wanted (Cont'd)

**Program director**—I want to increase your station's program standards and make your air time more valuable to you and your sponsors. Six years program production, selling and announcing experience are at your service. Box 331a, BROADCASTING.

**Program director** interested same position Ohio or Indiana. Six years experience announcer, writer, special events. Box 338a, BROADCASTING.

**Sportscaster,** sports copywriter, publicist, young, some experience. Also consider staff announcing. Sports editor of NJ bi-weekly. Former assistant high school coach. Box 354a, BROADCASTING.

**Program director** experienced both east and west coasts, wants position with a future. Programs successful, saleable, listenable; able to make station integral part of community; best personnel relations. Top announcing voice any type program; own specialty programs. Presently employed. Please state salary. Box 369a, BROADCASTING.

**Sick and tired** of trite programs. Allergic to copied formats and stereotyped formulas. Looking for progressive station with sense of humor that will give me free reign as special events man. Can double as writer-announcer for any station sharing my aversion for conventionality. Box 377a, BROADCASTING.

**News editor**—farm director, married, university graduate in June, 1949. Newswriting, staff announcing, and tape experience. Two years newspaper and radio experience. References. Desire south, midwest, or southwest. Box 378a, BROADCASTING.

**Morning man,** program director broadcasting in NYC looking for better setup with large station. $85 week. Box 382a, BROADCASTING.

**Producer,** program director, writer, announcer. Capable, energetic, dependable. Six years of well rounded experience. Seeking a position in a city of at least fifty thousand population. Box 387a, BROADCASTING.

**Program director.** I develop and organize shows that really sell. I'm 26, with over six years of small and large station experience. If you want a hard working, congenial PD, write Box 397a, BROADCASTING.

**Writer,** single, 27, copy, promos, scripts. Now with small eastern ABC affiliate, desires opportunity in continuity with big market agency or station in or near New York. Experienced, capable. Box 401a, BROADCASTING.

**Program director** with highly successful major market AM, FM, TV independent seeks advancement as manager or program director. Results guaranteed. Box 423a, BROADCASTING.

**News editor-commentator,** thirty seven, newspaper background. Six years on air with fifty kw, non-drinker. Desire permanent connection with high grade station. Family man, finest recommendations. Box 434a, BROADCASTING.

# Television

### *Announcer*

**Sports announcer.** Television, AM experience. Nine years. Play-by-play. Box 413a, BROADCASTING.

### *Production-Programming, others*

**Television stations**—Lend an eye! Writer of this ad has spent 17 years in radio as program director, script-writer, newscaster, director (drama), in theatre as producer, director, stage-manager. Instructor in acting and speech. Interested primarily in utilizing combined radio and theatrical background on intelligent television outlet. Box 398a, BROADCASTING.

## Employment Service

**Found**—new labor saving device "tomorrow"! Make that change "today" thru RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

## For Sale

### *Stations*

**For sale**—Well established, profitable, fulltime, regional, network station, northeast metropolitan market. Box 415a, BROADCASTING.

**For sale**—Midwest daytime kilowatt, doing good busines. L. W. Andrews, Inc., 219 Whitaker Bldg., Davenport, Iowa.

## For Sale (Cont'd)

**For sale** — Philadelphia metropolitan area. Music by Wire System. Profitable. Well established. Price $22,000. Franchise included. Box 440a, BROADCASTING.

**Will sell** partial interest or lease 1000 watt, daytime station with fulltime deal pending. Owners uninterested in operation. Fine investment opportunity in rich agricultural midwest community. Box 493a, BROADCASTING.

### *Equipment, etc.*

**For sale**—RCA 100-F Kluge Co. modified for 250 w transmitter, dual crystals, 1340 kc. Replaced by new equipment—sacrifice at $850. Box 370a, BROADCASTING.

**RCA**—250 watt transmitter. Modified from 100E to 250E with RCA conversion kit. Used as an auxiliary on 620 kc. One crystal oven with provision for another. Excellent condition. $900.00. Chief Engineer, WAGE, Inc., Syracuse, New York.

**For sale**—411' Truscon self-supporting tower; 2 RCA turntables; limiting amplifier, 5 RCA microphones and miscellaneous studio equipment—all new. Best offer. Box 408a, BROADCASTING.

**Two** 6N recorders like new, guaranteed perfect condition, 1C heads, automatic equalization. In single or double cabinets. Individually, complete, $400; both $750 fob. Portland, Oregon. Box 431a, BROADCASTING.

**Scott dynamic** noise suppressor model 910A, excellent condition, $350 or trade for portable tape recorder. WHKK, Akron, Ohio.

**One** (1) Western Electric 310B transmitter complete, with one set tubes. Excellent condition. Make offer. E. L. Dodge, Radio Station WMBH, Joplin, Missouri.

**Presto** 1D recording heads. Excellent condition. Reasonable. Reco-Art Sound Recording, 2016 Walnut Street, Philadelphia, Pennsylvania.

**For sale**—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

**For sale**—RCA 5 kw AM transmitter minus exciter. This is an excellent buy for any 250 watt station expecting to increase to 5 kw. WHIO, Dayton, Ohio.

**For sale**—New, never used—Truscon 286 foot, self-supporting tower complete with A-3 lighting, plus reinforcing rods for foundation. Sectionalizing insulators available. Will support 4 Bay GE FM Antenna. Ideal for television. WRRN, Second National Bank, Warren, Ohio.

## Wanted to Buy

**Wanted to buy**—10 kw transmitter. Preferably air-cooled. No composite job. Box 394a, BROADCASTING.

## Help Wanted

### *Production-Programming*

**SCRIPT WRITER**

Network affiliate in major midwest city needs an experienced, all-round script writer for AM and TV shows of all types. Permanent job for person who wants to live in the midwest. Send full details on experience, salary requirements, references and recent photo to

**BOX 291a, BROADCASTING**

## Miscellaneous

**RADIO BROADCAST STATIONS**

**BUYERS! SELLERS!**
**List With Us**
**Prompt Confidential Service**

**NATIONAL RADIO STATION BROKERS**
**5051 Sunset Blvd., Normandy 7848**
**Los Angeles 27, California**

*(Continued on next page)*

Miscellaneous (Cont'd)

## REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

Miscellaneous (Cont'd)

## INVESTMENT OPPORTUNITY

Embracing FM radio in transit vehicles. Well established organization of selling representatives seeks 10 to 20 thousand dollars working capital. Opportunity for substantial earnings. Our organization holds exclusive selling rights with newspaper controlled radio station. Radio time salesman preferred but not essential. Bank and business references exchanged. Write fully with telephone number and address.

BOX 420a, BROADCASTING

Schools

## The SCHOOL of RADIO TECHNIQUE

● NEW YORK ●
HOLLYWOOD ● CHICAGO

*America's Oldest School Devoted Exclusively to Radio & Television*

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

**Send for free Booklet B.**
***Approved for G.I. Training***

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

# THE SMITH DAVIS CORPORATION

**Waldorf-Astoria Towers, New York, N. Y.**

**Smith Davis, Pres.** **Albert Zugsmith, Exec. Vice-Pres.**

*announces*

**Formation of A**

# SMALL PROPERTIES DIVISION

**To Provide**

**A Confidential Service**

**For Buyers and Sellers of**

**Weekly, Small Daily Newspapers**

**and Radio Stations**

*Address inquiries to:*

**Alvin Freemount**, Director
**Small Properties Division**
**The Smith Davis Corporation**
**317 South 16th Street**
**Philadelphia 2, Pa.**

# SBA ELECTS

## Glickman Is President

WMGM New York sportscaster Marty Glickman was elected president of the Sports Broadcasters' Assn., and three other staffers captured SBA posts at last Monday's luncheon meeting held in New York at Al Schacht's restaurant.

Sam Taub and Ted Husing, both of WMGM, were elected vice presidents of the organization, while Harold Holz, station's statistical spotter, took the secretarial post.

Andy Lang of Press Assn. is the new treasurer; Jimmy Dolan of the NBC sports department continues as executive secretary.

Schools (Cont'd)

TWIN CITY TELEVISION LAB
*Nation's Foremost TV Production Training School*
SPRING QUARTER Starts MARCH 21
(Registrations Accepted Through March 28)
*Courses in PROGRAM PRODUCTION and CAMERA OPERATION. Full camera equipment and studio facilities, TV-experienced staff.*
Write for detailed brochure illustrating TCTL Activities. Address Lyceum Theatre, Minneapolis 3, Minn.

For Sale

*Station*

FOR SALE
*250-W*
*MUTUAL AFFILIATE*

Fulltime monopoly in excellent growing 30,000 population market with stable agriculture and oil production, presently grossing $60,000 annually, reasonable terms.

Newspaper & Publishing Properties Co.
*Harvey Malott, Pres.*
Scarritt Bldg.
Kansas City, Mo.
*Phone: Victor 4339*

*Equipment, etc.*

*FOR SALE*—1 new GE BY2B 4 bay FM antenna
1 new GE BT1A 250 watt FM transmitter
1 new GE BP2A FM freq./mod. monitor
1 new RCA BA4C monitor amplifier
4 new RCA BA2B booster amplifiers
1 new RCA 86lA limiting amplifier
1 used WE 124D program amplifier
1 used "Wirecorder", battery op.
1 used Jackson 652 audio oscillator
2 used RCA "Varacoustic" microphones
1 Presto "Y" recorder, portable
1 Radiotone R16 recorder, portable
3 new RCA "on Air" lights.

WRRN, 2nd Natl. Bank, Warren, Ohio

200 foot tower, Wincharger type 150 just 2 years old. Including flasher beacon, lights, guy wires, insulators and base insulator, painted to CAA specifications.

K X L W , St. Louis

## On All Accounts

*(Continued from page 14)*

*Your Showtime* and spot announcements for the same firm; Kellogg's Irene Wicker *Singing Lady* program; United Airline spot announcements; Atlantic Refining Co.'s sports activities which include baseball, football and basketball; and the Joan Supple, and Sheffield television campaigns.

The McClures—she is the former Genevieve Whiteley — were married Oct. 4, 1942. They have three children, Bruce 5, Keith 3 and Donna, born on Feb. 4 this year. The family lives in an apartment in Greenwich Village.

Golf and swimming are Don's hobbies. And his reputation in the industry was summed up by a colleague who observed "Don McClure packs a lot of weight in this business, and I'd still say that if he weighed only 120 pounds."

## Continental Feeds

WEATHER forecasting service covering the entire East Coast will be supplied member stations of Continental FM Network, starting March 14, keyed from WASH (FM) Washington. WASH started local reports March 7 with James C. Fidler, of the U. S. Weather Bureau, giving background material.

## PRICE TO KMLB

### Formerly at WDSU, WIBC

CHARLES PRICE, formerly commercial manager of WDSU and WDSU-FM New Orleans, has been appointed manager of KMLB Monroe, La., and its FM affiliate, KMFM [BROADCASTING, Feb. 21]. J. C. Liner, owner and president of KMLB KMFM, made the announcement.

Mr. Price has been in the sales field for more than 15 years. Recently he assisted in formulating the sales program for WDSU-TV New Orleans. Before going to WDSU he was with WIBC Indianapolis as commercial manager.

## BROADCAST MANAGEMENT CONSULTANTS

*"not a luxury for the few but an aid for the many"*

The days of fast easy profits are gone. Competition is getting acute and your net will show it. Broadcast Management Consultants has the know how to show you the way to make more money on your current billings and to make greater savings for increased profits.

**BROADCAST MANAGEMENT CONSULTANTS**
SUITE 442, 20 N. WACKER
CHICAGO 6, ILLINOIS

# FTC INQUIRY

## Firms Comply on Tube Ads

FEDERAL TRADE Commission March 3 gave industry-wide receiver set manufacturing firms a clean bill of health for "almost complete voluntary" compliance with a trade practice rule governing misrepresentation of tube counts of radio sets. FTC began its investigation early in 1947 to determine industry compliance with rule 3 (k).

Reporting on results of a survey covering 218 manufacturers, the Commission announced that virtually the entire industry, including major producers, had not only pledged but furnished proof of compliance. A formal complaint has been issued against only two firms since the investigation was launched. The vast majority signed a compliance pledge, furnishing samples of advertising, while in four cases cease-and-desist agreements were accepted by the Commission.

### Probe Facts

The investigation centered around representations of manufacturers on number of tubes in radio sets, with particular emphasis on distinction between tubes and other devices. Rule 3 (k), promulgated in 1939, cites as an "unfair trade practice" advertisements misrepresenting tubes "which perform no useful function" or which "do not perform . . . the recognized and customary function of a radio receiving set tube in the detection, amplification and reception of radio signals."

In January 1947 FTC specifically provided that it is "improper" to include rectifiers in representations of its tube count. It then initiated industry-wide investigation to insure compliance. Prior to its survey, the Commission said, complaints charging such misrepresentation were issued against three manufacturers, with stipulation-agreements accepted from four others. In one case, appeal of a cease-and-desist order resulted in its affirmance by the U. S. Circuit Court of Appeals for the Seventh Circuit in Chicago.

### Voluntary Cooperation

Of the 218 manufacturers, 163 agreed voluntarily to abide by the rule; 42 are no longer in business; 8 agreed to stop practices; 2 are covered by Commission cease-and-desist orders, and 3 are respondents in pending complaints, the Commission reported.

FTC closed its investigation with the announcement it had issued a complaint against Setchel Carlson Inc., St. Paul, Minn. The corporation is charged with misrepresenting the number of active, fully-functioning tubes in radio sets which it manufactures and sells.

# KXLW SETTLEMENT

## Operating From New Site

LABOR and other difficulties at KXLW Clayton, Mo., have been settled and the station is now operating with a temporary antenna in Brentwood [BROADCASTING, Feb. 28]. Members of IBEW Local 1217 reportedly returned to work after settling their troubles with Station Manager Guy Runnion on Feb. 24. The receivership suit filed by Edward Garnhold reportedly was dropped on Feb. 22.

Work on the station's new tower at Brentwood, held up pending settlement with Local 1217, is now in full swing and Mr. Runnion expects it to be in operation at an early date. The temporary antenna, with which the station is now operating, is located at the new site. The original transmitter location in Olivette had to be abandoned due to a local zoning regulation.

# WHITE SOX

## Walgreen, Lorillard Sponsor

CHICAGO White Sox baseball games will be aired exclusively in the area again this year by WJJD and WFMF, Marshall Field's independent AM and FM stations, and for the first time will be piped to 28 stations in the Midwest baseball network.

By arrangement with WIND Chicago and Commercial Manager John Carey, WJJD has acquired rights to feed the network, originated by WIND to carry Chicago Cubs games three years ago. Bob Elson will again handle the commentary.

Sponsors are Walgreen Drug Stores and the P. Lorillard Tobacco Co. (Old Golds), while adjacent sports roundups will be backed by O'Connor and Goldberg (shoes), Karoll's Men's Shop, Erie Clothing Co., Canadian Ace Brewing Co., and Ambrose Brewing Co., all Chicago.

# SLANDER LAW

## Two States Take Action

A BILL exempting owners or operators of radio or television stations from liability for defamatory statements made by others than their agents has been passed by the Georgia Senate. The bill was introduced by Sens. John H. Land and Howard T. Overby [BROADCASTING, Feb. 7].

The exemption specifically applies to liability for defamatory statements made in talks on behalf of candidates for public office.

The Georgia Senate also passed a measure taking from newspapers and other publications the legal benefit of retractions and apologies in case of unintentional defamatory statements. The latter bill was passed by a vote of 30-17 after a hot fight on the floor.

Nebraska has joined the ranks of states considering similar legislation to protect stations from defamation suits. A special committee of the Nebraska Broadcasters Assn. has induced the state's unicameral legislature to hear the bill which has two co-sponsors. The judiciary committee will hold a hearing on the bill Feb. 23.

Members of the NBA committee are: John J. Gillin Jr., president and general manager of WOW Omaha, chairman; Harry Peck, KFOR Lincoln manager, and John Alexander, manager of KODY North Platte.

# VANDAL ACTS

## Damage WGAT's Equipment

ACTS of vandalism causing extensive damage to equipment but no loss of broadcast time were reported by WGAT Utica, N. Y., March 5. J. Eric Williams, WGAT owner and general manager, has posted a $200 reward.

Gaining entrance through a smashed door, the vandals broke windows, overturned turntables and splintered nearly 2,000 records, the station reported. In addition, speakers were ruined and a sign some distance from the transmitter was torn down and destroyed. Tracks of the vehicle used by the vandals indicated they were dangerously close to the guy wires supporting one of the four towers, WGAT said.

# AAUN Contest

SCHOOLS representing every state in the country and Alaska and Hawaii have entered the annual high school contest of the American Assn. for the United Nations, co-sponsored this year by NBC. Written examinations, to be given April 1 in schools, will be based on NBC's *The United States in World Affairs*, started yesterday, and presented Sundays, 2-2:30, in cooperation with the State Dept. First prize is a trip to Europe or $500.


## Whole Classrooms Respond to WLS School Programs

Over 200 huge scrapbooks, some a foot thick, are overflowing the office of WLS "School Time" Director Josephine Wetzler, as a result of the first-semester awards offered by the station. Scrapbooks are judged on the basis of how well they illustrate the daily School Time programs. Each of these 200 books represents the combined effort of an entire classroom group, and teachers all over the Middlewest have expressed their pleasure at the work pupils do on their scrapbooks.

"In addition to the educational value of the programs themselves," one teacher points out, "the work of making a scrapbook calls into play penmanship, drawing, composition and almost every phase of grammar-school instruction."

"School Time" began on WLS in 1937 and follows the station's pattern of genuine service to listeners. Today it is considered outstanding among all in-school listening programs on the air.

**WLS**
**The Prairie Farmer Station**
**Chicago 7, Illinois**

*Represented nationally by John Blair*

**In - - - AMARILLO KFDA**

is really reaching out in this fast buying market. Yes, telling them and selling them on a low cost per listener basis.

**5000 Watts** (d)
**1000 Watts** (n)

• *Ask a Pearson representative for the facts*

**KFDA**
**A NUNN STATION**
Amarillo, Texas
Howard Roberson, Manager
**ABC AFFILIATE**

**EASTERN LARGE MARKET STATION**
**$50,000.00**
CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
**BLACKBURN-HAMILTON COMPANY, INC.**
MEDIA BROKERS

| WASHINGTON, D. C. | DALLAS | SAN FRANCISCO |
|---|---|---|
| James W. Blackburn | Philip D. Jackson | Ray V. Hamilton |
| Washington Bldg. | Tower Petroleum Bldg. | Russ Bldg. |
| Sterling 4341-2 | Central 1177 | Exbrook 2-5672 |

## FCC Actions

*(Continued from page 70)*

### March 9 Applications . . .

**ACCEPTED FOR FILING**

**AM—1280 kc**

**Charles William Craft, Newport, Ark.**—CP new AM station 1280 kc 1 kw D AMENDED to change name to Charles William Craft and Harold L. Sudbury d/b as Newport Bcstg. Co.

**AM—1440 kc**

**Atlas Bcstg. Co., Hamtramck, Mich.**—CP new AM station 1540 kc 1 kw D AMENDED to request 1440 kc 500 w D.

**Modification of CP**

**WONE Dayton, Ohio**—Mod. CP new AM station for extension of completion date.

**Transfer of Control**

**WTPR Paris, Tenn.**—Transfer of control of Kentucky Lake Bcstg. System Inc. from Earl Weaks Smith, Roy W. McKinney and Parkman R. Freezor to Raymond Ball and Gordon Bennett et al.

**License Renewal**

License renewal applications were filed by following AM stations: KLAC Los Angeles; KGMB Honolulu; KWTO Springfield, Mo.; WOW Omaha; WROW Albany, N. Y.; WAGE Syracuse, N. Y.; WGAI Elizabeth City, N. C.; KROD El Paso, Tex.; WBAP Fort Worth, Tex.; WCHS Charleston, W. Va.

**Modification of CP**

**KARM-FM Fresno, Calif.**—Mod. CP new FM station for extension of completion date.
**WJPF-FM Herrin, Ill.**—Same.
**WOAK Chicago**—Same.
**WMIN-FM St. Paul, Minn.**—Same.
**WFDR New York**—Same.
**WLEE-FM Richmond, Va.**—Same.

**License for CP**

**WFMF Chicago**—License to cover CP changes in FM station.
**WGBI-FM Scranton, Pa.**—License to cover CP new FM station.
**WRHI-FM Rock Hill, S. C.**—Same.
**WTHS Miami, Fla.**—License to cover CP new noncommercial, educational FM station.

**CP to Reinstate**

**WGNR New Rochelle, N. Y.**—CP to reinstate CP new FM station.
**WKRV Ravenna, Ohio**—Same.

**License Renewal**

**WGHF New York**—License renewal FM station.


If You Use STOP WATCHES

You will find our new catalog most useful. It describes and illustrates a complete line of timers for all sports and broadcasting needs.

Clebar Timers meet the requirements of the National Bureau of Standards Stop Watch Precision test.

This catalog may help you solve a timing problem.

Send for free Catalog 49B

## KTHT Finds 'Dead' Man

ONE OF San Francisco's biggest mysteries of 1948 closed last week with a series of special broadcasts on KTHT Houston. When Chris Christensen, former San Francisco city supervisor, disappeared in January 1948 after leaving his coat and a note on the Golden Gate Bridge, he was believed dead. A tip from San Francisco that Mr. Christensen was alive and in Houston sent Dick Gottlieb, KTHT news editor, to the apartment of the former official. In addition to locating Mr. Christensen and beating local newspapers to the story, Mr. Gottlieb also helped reunite the "dead" man with his wife.

**TENDERED FOR FILING**

**Assignment of License**

**WAPF McComb, Miss.**—Assignment of license from Albert Mack Smith, Phillip Dean Brady, Kenneth Hinton Quin and J. P. Melvin d/b as The Southwestern Bcstg. Co. of Mississippi to Albert Mack Smith, Phillip Dean Brady, J. P. Melvin and Louis Alford d/b as The Southwestern Bcstg. Co. of Mississippi.

**AM—910 kc**

**WAVL Apollo, Pa.**—CP change from 910 kc 1 kw D to 910 kc 1 kw-D 100 w-N unl.

**AM—1380 kc**

**KPAS Banning, Calif.**—CP change from 1490 kc 250 w unl. to 1380 kc 1 kw-D 500 w-N unl. DA-N.

### March 10 Decisions . . .

**BY COMMISSION EN BANC**

**License Renewal**

**WOLS Florence, S. C.**—Granted renewal of license for period ending Feb. 1, 1952.
**KGON Oregon City, Ore.**—Same.

**FM Authorizations**

Authorizations were granted by FCC for one new Class A and two new Class B FM stations; CPs to replace expired CPs were granted three FM outlets; one station was granted switch from Class A to B facilities; two FM stations were denied extensions of completion dates; nine stations received licenses to cover CPs (see story, page 52).

**Hearing Designated**

**Lake County Bcstg. Corp., Chicago**—Designated for hearing application for new Class B FM station.

**Proposed Rule Changes**

Announced proposed changes in rules relating to amateur and commercial radio operator licenses. Announced proposed changes in standards relating to sunrise and sunset tables (see story, page 53).

### March 10 Applications . . .

**ACCEPTED FOR FILING**

**License Renewal**

**WHKP Hendersonville, N. C.**—License renewal new AM station.

**Modification of CP**

**WHAY New Britain, Conn.**—Mod. CP new AM station for extension of completion date.
**WPRA Mayaguez, P. R.**—Mod. CP increase power etc. for extension of completion date.
**WEMB San Juan, P. R.**—Mod. CP new AM station to change from 1320 kc 5 kw unl. to 1190 kc 10 kw unl. DA-N AMENDED to change name from El Mundo Bcstg. Corp. to Angel Ramos tr/as El Mundo Bcstg. Co.
**WMGY-FM Montgomery, Ala.**— Mod. CP new FM station for extension of completion date.
**KOMB Los Angeles**—Same.
**KSFH San Francisco**—Same.
**WTJS-FM Jackson, Tenn.**—Same.
**WLPM-FM Suffolk, Va.**—Same.
**WDLB-FM Marshfield, Wis.**—Same.

**License for CP**

**WSAN-FM Allentown, Pa.**—License to cover CP new FM station.

**CP Change ERP**

**WJAC-FM Johnstown, Pa.** — CP change ERP to 8.28 kw.

**CP to Reinstate**

**KDNT-FM Denton, Tex.**—CP reinstate CP new FM station.

**Modification of CP**

**WAVE-TV Louisville, Ky.**—Mod. CP new commercial TV station for extension of completion date.
**WOW-TV Omaha**—Same.

**TENDERED FOR FILING**

**AM—1380 kc**

**KREO Indio, Calif.**—CP change from 1400 kc 250 w unl. to 1380 kc 1 kw unl. DA-DN.

**Assignment of CP**

**WWPA Williamsport, Pa.** — Assignment of CP from Harry J. W. Kiessling, Carl F. Stroehmann and William P. Wilson d/b as Williamsport Radio Bcstg. Assoc. to Williamsport Radio Bcstg. Assoc. Inc. No change in ownership involved.

## Box Score

SUMMARY TO MARCH 10

*Summary of Authorizations, Applications, New Station Requests, Ownership*

| Class | Total On Air | Licensed | CPs | Cond'l Grants | Applications Pending | In Hearing |
|---|---|---|---|---|---|---|
| AM Stations | 1,941 | 1,910 | 230 | ... | 460 | 261 |
| FM Stations | 716 | 285 | 624 | 30* | 110 | 29 |
| TV Stations | 57 | 7 | 115 | ... | 320 | 181 |

**TV APPLICATIONS**

**Beaumont-Fort Arthur, Tex.**—Sabine Television Corp., Channel 3 (60-66 mc), ERP 13.2 kw visual, 6.6 kw aural, antenna height above average terrain 543 ft.; estimated cost $152,698, first year operating cost $38,000, revenue $36,000. Principals, each owning 20%, include: Miles F. Leche, owner Leche & Leche Inc., Dallas advertising agency, president; D. Malcolm Cummings, sales manager of Duncan Coffee Co., Houston, vice president; Samuel H. Peak, general counsel of Duncan Coffee, vice president; Paul E. Taft, assistant to president of Duncan Coffee, secretary-treasurer; G. B. Boone Jr., vice president of Leche & Leche, vice president. Filed March 10.

**AM APPLICATIONS**

**Jennings, La.**—Jennings Broadcasting Co. Inc., 1490 kc, 250 w, fulltime; estimated cost $6,620, not including equipment to be borrowed from KSIG Crowley, La. Principals: Maxwell J. Thomas, owner KSIG, president 50%; Clovis L. Bailey, KSIG chief engineer, vice president 25%, and his brother, B. Hillman Bailey Jr., KSIG general manager, secretary-treasurer 25%. Filed March 8.

**Hamtramck , Mich. — Motor City Broadcasting Corp., 1440 kc, 500 w, daytime; estimated cost $26,000. Principals: Ralph R. Genter, certified public accountant, president 9%; Vincent Guiliano, publisher The Italian Tribune, 9%; Frank Januszewski, owner American Pub. Co., publisher Polish Daily News, Detroit, 18%; Mary G. Lalli, originator and conductor of "The Italian Hour" on Detroit stations and presently conducting "Neopolitan Nights" on WJLB Detroit, 23.6%; Ernest Palos, owner Hungarian Journal, director 9%; Morris Sossi, owner Roma Cafe, Detroit, secretary-treasurer 18%; Harry R. Walsh, sales promotion manager, J. L. Hudson Co. Basement Store, Detroit, director 9%; Marie Margaret Winthrop, president of Tech Ad Agency, all woman agency, Detroit, vice president 3.7%. Filed March 8.**

**Minot, N. D.**—Missouri Basin Broadcasting Co., 910 kc, 1 kw, day; estimated cost $60,640. Principals: John Nystul, president and 8.19% owner KVNJ-AM-FM Fargo, N. D., president and owner 95 sh; Halvor L. Halvorson, attorney, secretary-treasurer, 85 sh; Douglas Dahlin, barber shop owner, vice president, 85 sh; A. J. Huettl, auto dealer, 10 sh; Anton Friese, farmer, 155 sh; Carl Freitag, stock buyer, 32 sh; Newell and Eddie Wretting, auto dealers, 5½ sh each; Syverine Olson, hardware dealer and farmer, 51 sh; H. G. Hulsebus, hotel and restaurant owner, 55 sh; Reinhart H. Schafer, oil jobber, 25 sh. Filed March 4.

**Moberley, Mo.**—Jerrell A. Shepherd d/b as Moberley Broadcasting Co., 1230 kc, 250 w, unlimited; estimated cost $12,500. Applicant is 40% owner of KXRJ Russellville, Ark. Filed March 7.

**San Fernando, Calif.**—Los Angeles Broadcasters, 670 kc, 10 kw, daytime; estimated cost $51,000. Partnership E. Albert Weinert, chief announcer KLAC Los Angeles, 21.6%; Ethel B. Railey, 4%; Winton F. Kelley, Technicolor Inc. executive, 15%; Nicholas and Josephine Traina, one-third owner J. Traina Fruit Co., Los Angeles, 57.4%. Filed March 8.

**FM APPLICATIONS**

**Albuquerque, N. M.**—Albuquerque Public Schools. Noncommercial, educational FM, Channel 201 (88.1 mc), 250 w; estimated cost $11,363.

**Columbus, Neb.**—George Basil Anderson, Class B, Chanel 235 (94.9 mc), ERP 6.93 kw; estimated cost $16,685. Applicant is owner and operator of KJSK Columbus. Filed March 4.

It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.

# SARNOFF

## Reports on Present-Day Europe

NITY of the five western powers, sed on the proximity of militant ommunism and the common de-minator of American aid, makes r a brighter outlook for Western urope than that which existed a ar ago, reported Brig. Gen. avid Sarnoff, RCA board chair-an, returning aboard the *S. S. merica* Saturday, March 5, from ix weeks business trip abroad.

"The five powers [of Western urope] are today working on a ntral parliament, a single cus-ms union and a single defense an," said Gen. Sarnoff. He rongly favors both the Marshall an aid program and the proposed orth Atlantic Security Pact, hich, while not solutions in them-lves, "combined into a single merican program for encourage-ent and hope for the peoples of estern Europe, [they] can gain e necessary time in which fur-er progress can be made."

Pointing out that Russia's ac-ns have established closer affin-r in Western Europe than has er been known before in peace mes, the RCA chairman said he und much less evidence of "war are psychology" than in the U. S. d a calm resolve among people ving under difficult conditions.

He warned that while he does not foresee any major economic recession in America, such a set-back, if serious, would have grave repercussions abroad.

People in Europe show great interest in American domestic events and realize that the hope of all democracies rests on American prosperity, he added.

Speaking of France, Gen. Sarnoff noted that a good harvest there has resulted in increased agricultural production, and praised the French government's domestic loan which "increased the value of the franc and the strength of the center group parties." He hazarded no predictions on that country's political situation, however.

### Choice Imminent

On Britain, the general pointed out that British Laborites would soon have to choose between the protection of human rights and expanding socialistic theory. ". . . I seriously question whether the introduction of Socialism on so vast a national scale can in practice adequately preserve the human rights, including the rights of labor itself," he said, though expressing doubt that the experiment was made to deprive Englishmen of such rights.

Gen. Sarnoff, who testified at the British Arbitration Tribunal on the nationalization of Cables and Wireless Ltd., was accompanied abroad by his son Robert, assistant to NBC's national director of television programs.

His son's mission was to make a detailed study of television in England and France. The general stated that while progress is being made by British television, and plans are under way to advance video in France, nothing was seen in British or French television as far advanced as are techniques and services in the U. S. However, Britain and France are the television leaders of Europe, he added.

**ON EUROPEAN trip Brig. Gen David Sarnoff, RCA and NBC board chairman, visits Radio Monte Carlo. Top photo—Gen. Sarnoff (l) is interviewed by Camille Orsini, of the Radio Monte Carlo staff; second from top—Robert Schick (l), director general of the station, confers with Gen. Sarnoff; middle photo—Gen. Sarnoff's son, Robert (l), Mr. Schick and the general; second from bottom — Arthur Crovetto (l), president of the administrative council of Radio Monte Carlo, and Gen. Sarnoff; bottom photo—the general chats with M. Girardeau (r), president of the French Radio-Electric Society.**

# QUIZ 'PROS' ATTACK BAN

## But Don't Threaten to Boycott Giveaways

LLIED RADIO QUIZGOERS of merica, the trade association of ofessional attenders at giveaway ows, fortnight ago took a stand ainst radio vice presidents who r "professional quizgoers" from ograms.

Mark Querry, president, and ary Coe, recording secretary, in blast from the organization's w York headquarters in behalf some 400 members listed such epees as "most obnoxious" in a mpilation of quizgoers "Ten ost. . . ."

So indignant at the veepees were e Quizgoers that they reversed rm and asked a question them-lves:

"Can't people make a living?" Miss Coe explained that making living quizgoing means winning ,000 a year—not too bad even for me veepees.

She said no less than 15% of the embers—about 60 all told—are ofessionals who have attained e six-G's level.

The average member of Allied izgoers has "quiz-savvy" and, ys Miss Coe, knows how to inject tertainment into a program. eir people not only are apt to ow answers but they can phrase em with wit. And they're inter-ting people — maybe anything from a flagpole sitter to a snake charmer.

It can be inferred that keeping Allied people out of quiz halls will be a futile job. Miss Coe believes that quiz shows are here to stay and so are professional quizgoers.

In fact, Allied Quizgoers deputize members to round up tickets. It's quite simple, too, because ticket-grabbers have lists of people who get paste-boards, don't use them and will give them away.

Allied Quizgoers are doing what they can to prepare their members for victory on the quizfields of America. At meetings held weekly at Pythian Temple members thrash out quiz trends. Members are assigned to do research on anticipated quiz subjects, like topics associated with seasons, holidays and special events. The 25¢ a week dues pays for mimeographing such information material, printing a little publication, and for a little Quizgoers giveaway program of their own — "doing something worthwhile for a good cause," in the words of Miss Coe.

JOHN HOEFER of Hoefer, Dieterich & Brown, has been named a director of San Francisco Advertising Club. He succeeds Thor Smith of San Francisco *Call-Bulletin*, who was named vice president and program chairman.

# U. OF OKLA.

## Radio Conference Held

FOURTH annual U. of Oklahoma radio conference [BROADCASTING, March 7] covered the problem of radio's survival in a changing world. The March 3-5 meeting was held in Norman and Oklahoma City under the direction of Dr. Sherman P. Lawton, co-ordinator of radio at the U. of Oklahoma.

Maurice Mitchell, NAB director of broadcast advertising, sounded the conference keynote in a speech on the economic aspects of radio advertising. He predicted that the next generation would be one of listeners and television viewers, not readers.

The problems of television were covered by video pioneer Capt. William C. Eddy; P. A. Sugg, manager of WKY AM-FM-TV Oklahoma City; Frank Marx, vice president in charge of engineering for ABC New York; Seymour Andrews, WBAP-TV Fort Worth manager, and Beulah Zachary, WBKB (TV) and J. Walter Thompson, Chicago.

Bruce Palmer, news director of WKY, and Michael Griffin, news director of WTAQ Green Bay, Wis., discussed the importance of local news.

R. B. McAlister, KICA Clovis, N. M., manager, took exception to the FCC ban on editorializing. He also said that he felt management is the greatest factor in radio's fight for survival.

M. H. Bonebrake, KOCY KOCY-FM Oklahoma City manager, expressed the view that regional networks will be the saving factor in survival of small independent stations.

# At Deadline ...

## TEN TRANSFER CASES GET FCC APPROVAL

TEN transfer applications involving monetary considerations approved by FCC Friday:

WIBC Indianapolis—Acquistion of control of Indianapolis News Pub. Co. Inc., parent firm, by Adelaide F. Causey through retirement of 602.5 shares by Robertine B. Daniel, 60.75 shares by Michael B. Fairbanks and 0.75 share by Richard M. Fairbanks at $1,800 per share. Adelaide Causey's holding increased from 40.9% to 50.3%.

WBAY Coral Gables, Fla.— Sale for $125,000 by James A. Brown and 10 others to Atlantic Shores Broadcasting Inc., new firm headed by Richard Endicott, owner Endicott Hotel, Atlantic City. He and four other New Jersey businessmen each hold 20%.

WSON-AM-FM Henderson, Ky.—Acquisition of control by Hecht S. Lackey, general manager, by retirement of 4% interests held each by Pierce E. and Montana L. Lackey for $3,480 each. Also 59% interest held by WPAD Paducah, Ky., acquired for $51,040.

WJNC Jacksonville, N. C.—Assignment of license from Louis N. and Ellis H. Howard and Lester L. Gould as Jacksonville Broadcasting Co. Inc. to Mr. Gould, station manager, who leases facilities for $8,000 per year.

WMMT McMinnville, Tenn.—Acquisition of control by Sam J. Albritton, 20% owner, through purchase of 40% interest for $16,000 from Oliver M. Albritton and Claude W. Haston.

WABZ Albemarle, N. C.—Sale for $35,000 by G. H. Hendrix, Ira Leigh, Carl C. Aley and R. H. Whitlow to new co-partners W. E. Smith, attorney; T. R. Wolfe, auto dealer, and M. M. Palmer, lumber dealer.

WHOL Allentown, Pa.—Relinquishment of control by Lewis and Cora G. Windmuller, 57.4% owners (201 shares) through issuance of 150 new shares for $15,000 to George D. Gartland, permittee WSLN Ft. Lauderdale, Fla.

WLBG Laurens, S. C.—Sale of 1,450 of 2,950 shares held by J. C. Todd for $14,500 to his brother, J. W. Todd.

WFHG Bristol, Va.—Assignment of license from Blanfox Radio Co. to Bristol Broadcasting Co., new partnership of W. C. Nininger, 26%; Morris B. Burnette, H. I. Goode, C. Edward Wright and W. K. Vance Jr., 18.5% each. Blanfox headed by J. Francke Fox and Richard B. Helms, 46.5% each.

WJXN Jackson, Miss.—Sale by Ewing Broadcasting Co. for $35,000 to Andalusia Broadcasting Co., licensee WCTA Andalusia, Ala. Ewing Broadcasting affiliated in ownership with WGRM Greenwood and WMIS Natchez, Miss.

## FOUR AM DAYTIME GRANTS; CHANGES IN FACILITIES

FOUR NEW daytime AM stations granted by FCC Friday. Four existing outlets granted changes in facilities, as follows:

KAGH Pasadena, Calif., authorized to change from daytime to fulltime operation on 1300 kc, 1 kw, directional night. WKRT Cortland, N. Y., granted switch on 920 kc from 1 kw day to 1 kw day, 500 w night directional. KDEC and KWLC, both Decorah, Iowa, granted change from specified hours to share time, 1240 kc.

New station grants:

Marion, N. C.—Lake City Broadcasting Corp., 1250 kc, 1 kw, daytime; estimated cost $20,635. Co-owners: W. P. Erwin, student; Bessie P. Hunt, and Jack L. Reynolds, owner The Record Shop.

Waukegan, Ill.—The News-Sun Broadcasting Co., 1220 kc, 1 kw, daytime; estimated cost $26,915. Owned by Frank H. Just and family, owners daily News-Sun.

Kingstree, S. C.—Palmetto Broadcasting Co., 1300 kc, 1 kw, daytime; estimated cost $20,450. Co-owners: M. L. Few, farmer, and E. G. Robinson, auto dealer.

Guntersville, Ala.—Guntersville Broadcasting Co., 1270 kc, 1 kw, daytime; estimated cost $12,300. Owner: H. E. Moore, auto and oil dealer.

## WHBQ NOW REGIONAL

WHBQ Memphis moved from local to regional facilities Friday, when it commenced operations on 560 kc with 5 kw day and 1 kw night, according to General Manager E. (Doc) Pournelle. Station, formerly on 1400 kc with 250 w, received 560 kc construction permit last Sept. 14, started work week later and had job completed by March 10. Frank McIntosh, Washington engineering consultant, and Weldon Roy, WHBQ chief engineer, handled installation.

## JULIUS F. SEEBACH JR. RESUMES WOR PROGRAM POST

JULIUS F. SEEBACH Jr., who resigned from WOR New York in 1945 to become administrative secretary of Metropolitan Opera Assn., returns to former WOR post, vice president in charge of program operations, within two weeks. He resumes place on WOR board and will have charge of all television and radio program operations. Donald Hamilton, assistant program director, Norman Livingston, director of commercial program operations, and Robert Simon, program script administrator, have jointly supervised program operations and retain their posts.

Theodore C. Streibert, WOR president, said return of Mr. Seebach not connected with resignation fortnight ago of Phillips Carlin, MBS vice president in charge of programs.

## 770, 1030 KC CASES HELD

FCC Friday reiterated its intention of holding applications for 1-A 770-kc channel and 1-B 1030 kc in its pending files until clear-channel case is decided, rather than dismiss them outright. This 2½-year-old policy [BROADCASTING, Aug. 12, 1946] was reviewed and reaffirmed in denying ABC motion for dismissal of KFEL Denver and KXA Seattle applications for 770 kc, on which ABC's WJZ New York is dominant 1-A station. FCC rejected ABC claims that existence of 770-kc applications imperils this nation's international priority on that channel. Policy of holding 770 and 1030 kc applications in pending files, FCC noted, originated in "peculiar situation" whereby KOB Albuquerque is assigned on latter but operates on former under special service authorization.

## SAN JOAQUIN PLEA DENIED

FCC Friday denied San Joaquin Broadcasting Co.'s request for additional time to complete KSTN Stockton, Calif. (1420 kc, 1 kw, assigned April 30, 1947); and called for hearing on application of WMBR Jacksonville, Fla., for additional time to complete WMBR-TV (Channel 4, assigned May 27, 1948).

## STUDY VOLTAGE STANDARDS

AS PART of broad program to develop national standards for electrical quantities at all radio frequencies, National Bureau of Standards' Central Radio Propagation Laboratory is developing primary standards of voltage for radio frequencies up to several hundred megacycles. Work by M. C. Selby, under direction of W. D. George, is regarded as recognition of importance of high-frequency standard voltage in radio-electronics field.

## CBC VIDEO PROPOSALS

PROPOSALS for Canadian video development in cooperation with Canadian Broadcasting Corp. outlined at this week's Quebec meeting of CBC board. Proposals include no license fee for TV receivers; freedom to obtain programs outside Canada; no CBC interference on programming; long license terms; freedom from subsidized competition; independent regulatory body and immediate implementation of 1947 Parliamentary recommendation for TV development by private operators.

## NEW WHELAN PROGRAM

WHELAN Drug Stores Co., New York, March 10 started *Revue of Stars*, variety show, on DuMont TV network Thursdays, 8:30-9 p.m., replacing firm's *Hotel Broadway*. Agency, Stanton B. Fisher, New York.

## LORILLARD BUYS MORE MUSIC

P. LORILLARD Co., New York, for Old Gold cigarettes, to sponsor first segment (8-8:15 p.m.) of *Stop The Music* (ABC, Sundays, 8-9 p.m.) effective April 3. Company to continue sponsorship of last quarter-hour. Agency is Lennen & Mitchell. Smith Bros., New York, releasing first quarter hour portion after March 27 broadcast. Smith agency is SSC&B.

## KEDS BUY 'LUCKY PUP'

FRIDAY broadcasts of CBS-TV *Lucky Pup* series (Mon.-Fri., 6:30-6:45 p.m., Sat., 6:30-7 p.m.) to be sponsored by footwear division of United States Rubber Co. for Keds. Agency, Fletcher D. Richards Inc., New York.

## SPONSOR FIGHTS ON TV

ODELL CO. (Trol hair tonic), Newark, and Croton Watch Co., New York, will co-sponsor fight telecasts from Westchester County Center, White Plains, N. Y., on WABD (TV) New York Wednesdays starting March 16, 9:30 p.m., through March and Tuesdays thereafter. Agencies, Lawrence Gubinner Adv., New York, for Odell; Franklin Bruck Adv., New York, for Croton.

## ABC-TV SIGNS TWO

ABC-TV signed television affiliation agreements with WCPO-TV Cincinnati, to begin operations about May 1, and WBNS-TV Columbus, to begin about Aug. 1.

# Closed Circuit

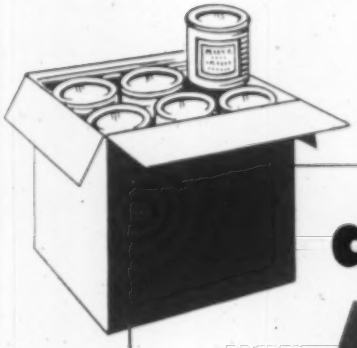
*(Continued from page 4)*

can version, and Louis Merlin president-directeur General Informations et Publicite of Radio Luxembourg.

FCC considered sure to appeal from Civil Service's failure to include Elizabeth Smith among eligible hearing examiners in notifications being sent out by CSC Friday. She was member of FCC's original legal staff, has been one of its examiners since 1947, and failure to approve her eligibility believed due to overstrict interpretation of CSC qualification standards. FCC's eight other examiners, who also have been serving subject to CSC approval, won eligibility. Half-dozen other FCC attorneys took examiner exams but no complete returns yet on their success.

RADICAL TECHNICAL advance in film which makes it possible to contain five minutes of animation on one foot of film has been developed for television by Henry Saperstein, general manager of Toy Television Corp., Hollywood. Film is passed through specially developed machine unit. Animation method reportedly will lower price of minute commercials drastically. Agency showings planned for New York, Chicago, Los Angeles and other key markets in May.

ALMOST unnoticed, Congress within past fortnight has passed amendment to Reorganization Act which would permit professional staff members of Congress itself to accept appointment to federal agencies without onerous requirement of remaining outside government fold for year. This means committee experts can be appointed to federal departments or agencies without hiatus; i. e., experts of committees in which radio legislation originates could be named to FCC.



# and then, ADVERTISING

Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal . . . *and then, advertising.*

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

*140 West 9th St.* *630 Fifth Avenue*
*Cincinnati 2, Ohio* *New York 20, N.Y.*

*360 N. Michigan* *6381 Hollywood Blvd.*
*Chicago 1, Ill.* *Hollywood 28, Calif.*

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

*Crosley Broadcasting Corporation*

# 16,000 NEW CUSTOMERS EVERY DAY...

## IN THE KLZ SUMMER MARKET

**SOUNDS TRICKY,** but it's true. 16,000 new customers enter Colorado every day on an average during June, July, August and September. Over 2,000,000 tourists with a $125,000,000 pocketbook to supplement Colorado's already diversified income from manufacturing, agriculture, mining and oil. They're bringing radios, too. Car radios, portables, radios they'll listen to in cabins, hotels and mountain resorts. KLZ's summer market offers you a ***bonus*** of 16,000 extra customers every day.

***Be sure your sales message reaches this summer—plus market.***

CBS in *Denver*

*Affiliated in Management with WKY, Oklahoma City, and The Oklahoma Publishing Company*

**KLZ**

5000 WATTS ON 560 KILOCYCLES

REPRESENTED BY
THE KATZ AGENCY,

A Continuing Study of Major Radio Markets

Study No. II

St. Louis

## See This Exhibit of "SELEVISION"

It is characteristic of Ruthrauff & Ryan that among its personnel, television is referred to as "SELEVISION." For the "sell" always comes first at R&R. And this great new medium has unique two-dimensional possibilities for selling merchandise and ideas.

Ruthrauff & Ryan has pioneered in television, just as it did in the early days of radio.

In 1939, Ruthrauff & Ryan was producing sustaining television shows with Major Bowes.

The first commercial television program in Chicago was an R&R production.

Ruthrauff & Ryan's client, Griesedieck Brothers, has been first in the commercial televising of sports in the St. Louis area.

Ruthrauff & Ryan won the American Television Award for excellence of commercials in 1946 and 1947.

More than 25 Ruthrauff & Ryan clients are now using television on a commercial basis.

We have recently prepared a cross-section presentation of television produced by the agency. It shows excerpts of many types of shows from the elaborate chain production to the economical one-minute spot. It shows a variety of successful commercial techniques. It demonstrates the merchandising possibilities of television. It indicates results that have been secured from various commercial treatments.

You may see this exhibit without obligation. You will find it interesting, valuable. We believe it is the most informative presentation that has been compiled for those interested in exploring the selling possibilities of this revolutionary selling vehicle. It can be examined in your office at your convenience. Simply write us your request.

**Ruthrauff & Ryan, Inc.**

812 OLIVE ST., ST. LOUIS 1

NEW YORK . . . CHICAGO . . . BALTIMORE . . . DETROIT . . . HOLLYWOOD . . . SAN FRANCISCO . . . SEATTLE . . . CINCINNATI . . . HOUSTON . . . MEXICO CITY . . . TORONTO

Eleventh of a Series

# KXOK

## spans the great and growing St. Louis Market with 4,837 hours of sponsored time in 1948

Advertisers bought 4,837 hours of time on KXOK in 1948. This is a lot of TIME—302½ days of 16 hours each in one year. Excellent testimonial to the effectiveness of KXOK as a selling force! Alert advertisers are aware of KXOK's consistent share-of-audience gains reported by Hooper month after month . . . they value KXOK's BMB "plus" coverage in 115 counties daytime, 98 counties night time . . . they are gratified by KXOK's low-in-St. Louis rates which means more coverage . . . more Hooper . . . per dollar of advertising money! KXOK's list of renewals and the growing number of new advertisers attest this fact! KXOK saturates the greater St. Louis market . . . *economically!*

### KXOK IS ALERT TO ITS COMMUNITY RESPONSIBILITY

Since opening day KXOK has demonstrated its alertness to community and area service . . . a requirement of a successful radio station. Many air hours are devoted to programs with educational, religious, agricultural and social import. We have learned through experience how to balance program types in the interest of the listener. Billboard's award for News Commentary and Variety's award for "Responsibility to the Community" are evidences of KXOK's progressive ideas on programming!

In cooperation with the St. Louis Public Service Company, KXOK-FM is installing receiving equipment on 1200 busses and 300 streamliner street cars. Over 40,000,000 rides a month is the guaranteed passenger count. Here is a new medium with unexcelled sales potential. Riders hear the advertising message while in transit to points of purchase. For further information on rates and schedules on KXOK-FM consult our Transit Radio Sales offices in New York, Chicago, or Cincinnati . . . or KXOK-FM direct.

**KXOK-FM Is Affiliated with Transit Radio**

**630 KC • 5000 WATTS • FULL TIME • CHESTNUT 3700**

**KXOK**

*St. Louis' ABC Affiliate*
*Owned and operated by the St. Louis Star-Times*
*Represented by John Blair & Co.*

By BILL THOMPSON

T. LOUIS is a blend of southern arm, northern vigor and western portunity—but over and above ese fine intangibles it *has the* oods.

It leads the world in the volume diversified production. Not only e home of American Car & oundry, Anheuser-Busch, Internanal Shoe, Liggett & Myers, and alston-Purina, its food processing tablishments number 701; printg, publishing, and graphic arts 6; chemicals and drugs 210; mainery 198; iron and steel 181.

Hundreds of other manufacturs turn out lumber products, autobile equipment, leather goods, troleum and coal products, texes, and non-ferrous metals, to me a few groups.

A total of 2,750 plants, producing oods estimated at $2 billion anually, make 357 classes of prodts. This is 76% of a possible 468 asses as defined by the U. S. dget Bureau. No one class emoys more than 8% of the total nployed, a fact which emphasizes e wide diversity and stability of e city's manufacturing.

## he Stations That Serve he St. Louis Area

And St. Louis has the tools to ll its goods. For decades, three ily newspapers did most of the b—and did it well. But today n commercial radio stations are lping to do it better. Three of ese are black-and-white offring: KSD *Post-Dispatch*, KXOK *ar-Times*, and KWGD (FM) *obe-Democrat*. The *Post-Dis*tch also owns KSD-TV, the city's ly television station, and the *ar-Times* has a plus in KXOK-M, associated with Transit Radio.

In addition to KXOK and KSD, four other AM stations have FM: KWK (Mutual), WEW at St. Louis U., KXLW in suburban St. Louis County, and WIL, the area's most powerful independent. Completing the roster of commercial stations are the 50 kw KMOX, owned and operated by CBS; KTMV East St. Louis, Ill.; and KSTL, 10-month-old daytimer.

The metropolitan district also has one of the nation's outstanding religious stations—KFUO at Concordia Theological Seminary. This station and its FM affiliate are owned by the Evangelical Lutheran Synod of Missouri.

The nation's eighth city rode to industrial might on the motto—"Ship From the Center—Not From the Rim."

## Central Location Enhances Transportation Importance

Occupying a strategic position about midway between the nation's center of population and its geographic center, it is the hub of the world's greatest inland waterway system, terminus of 19 trunk line railroads, and the interchange point for traffic from all parts of the nation. Transfers are made here between railroads and the barge lines operating on the Mississippi River south to the Gulf of Mexico and north to the Twin Cities.

Because of its central location, local firms are in an unusually favorable position to distribute advantageously by parcel post, express, freight, truck or plane, or via waterways. And they can transact business economically by telephone or telegraph. Its surrounding territory forms a complete circle, unbroken by lakes, oceans or other natural barriers. Such uninhabited areas reduce the trading range of most of the other large American cities, St. Louisians claim. The metropolitan area has a population of 1,678,500 and a land area of 956 square miles. On the Missouri side of the Mississippi are the City of St. Louis (population 902,000), the adjacent St. Louis County, and St. Charles Township. In Illinois are parts of Madison, Monroe, and St. Clair Counties. The district includes 62 incorporated cities and towns of which East St. Louis, Ill. (population 100,000) is the second largest.

## Other Important Aspects of Market

Centrally located with respect to agricultural and mineral production, the area is best known for its facilities for assembling domestic raw materials and products and for distributing them cheaply and speedily.

However, St. Louis advances these other claims to fame:

It handles 85% of the world's supply of sealskin, having processed the Alaska sealskin catch under exclusive contract with the U. S. government since 1917.

It is strategic in Latin American trade because of its proximity by river, railroad, air, and highway to the Port of New Orleans.

It has the highest ratio of native-born white persons of native-born parents among all major metropolitan areas in the U. S.

It rates high in culture and science with five Nobel prize winners, the second oldest symphony orchestra in the nation, a world-famous Municipal Outdoor Opera, the first hospital and first state university west of the Mississippi, one of the nation's four leading museums, and one of the first radio stations to be established in the U. S.

It has two major league baseball teams (Cardinals and Browns), a nationally famous college basketball team (St. Louis U. Billikens), an American Hockey League team (Flyers), and a professional basketball team (Bombers).

## Conservative Outlook Is Characteristic

It prides itself on being America's most conservative, hard-to-sell town. (It was here that a veteran vaudeville performer made the crack—"The three toughest weeks in show business are Christmas week, Easter week and a week in St. Louis.").

Retail sales in metropolitan St. Louis were estimated at $1,545,856,000 in 1947, as compared with $509,601,000 in 1939, when the last Census of American Business was taken. Department stores (there are 13,161 retail firms) showed a gain of 140% from 1939 to 1946. Maintenance of this high level of business as postwar reconversion progressed was indicated by the fact that for the first seven months of 1946, when the last area-wide check was made, department stores showed a further gain of 29% as compared with the like period in 1945. Anticipation of retail sales at high levels is encouraged by conservative estimates that normal postwar employment is settling at 60% above the 1939 level.

St. Louis ranks as one of the largest wholesale centers in the nation, with 2,663 establishments. It is chief distributor to the southwestern and southeastern states. Wholesale trade currently is running at $1,764,000,000 annually.

## 743,000 Employed In Area

Total number gainfully employed in the area is 743,000, of which about 30% are women. Of the total, 24% are clerical and sales people; 21, operatives; 14, crafts-

*(Continued on St. Louis 4)*

## St. Louis

*(Continued from St. Louis 3)*

men; 9, service workers; 9, proprietors, manufacturers, officials; 8, professional and semi-professional; 8, laborers; 4, domestics.

More than 64% of the dwellings in St. Louis and St. Louis County have mechanical refrigeration; 63% have central heating; 75% use gas for cooking; 91% heat with coal or coke; 97% use electricity for lighting.

Nearly 96% of all homes in the area have radios. (In St. Louis proper the count is 97%, and in St. Louis County 97.4%.)

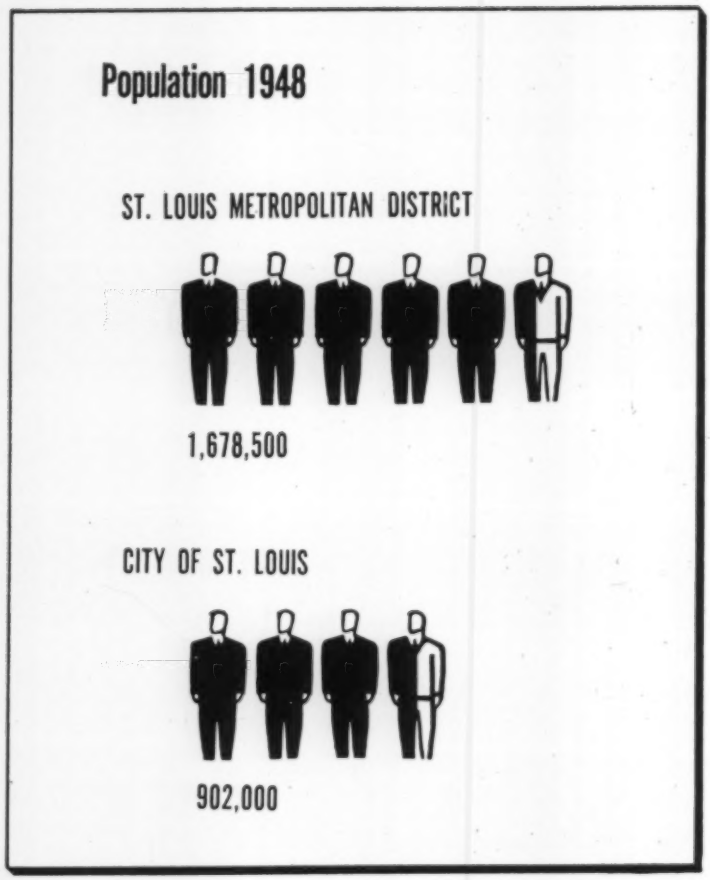
A total of 142,764 dwellings are occupied by the owner, with an average tax value of $4,275. Approximately 47% of homes occupied by the owner are free from mortgage. Motor vehicle registration is 234,071, and average buying income per family is $4,380.

### Expansion Factors Prove Great Asset

One of the city's greatest assets is its well-demonstrated readiness to expand its capacity for industrial production. Programs are under way to more than double natural gas and electricity supplies. Railway facilities are being enlarged, new barges, towboats, and docks are appearing on the rivers. A new canal and locks are being built to by-pass the hazardous "Chain of Rocks" in the Mississippi north of St. Louis, and a new bridge across the river, and new highways and expressways through the city, are in progress. Lambert Municipal Airport, only one in the city, from which Lindbergh first flew his "Spirit of St. Louis," is being substantially enlarged despite a tendency on the part of the influential Terminal Railroad Assn. to frown on aviation. This has seriously delayed the city's growth as an air transport center, for which it is so ideally situated.

### St. Louis U. Builds Outlet in 1921

Jesuit St. Louis U. built the first broadcasting station west of the Mississippi and east of the Rocky Mountains in 1921. Brother George Rueppel of the university's science department put 9YK on the air just five months after Dr. Frank Conrad began broadcasting from KDKA Westinghouse in Pittsburgh. The U. S. Dept. of Agriculture recognized the station because of its "valuable weather and market reports to farmers." On March 23, 1922, the Dept. of Commerce assumed control of broadcasting and officially licensed the station as WEW, call letters which Brother Rueppel interpreted as "We Enlighten the World." WEW is one of the few educational outlets in the country to be successful commercially.




### The Early Days Of KSD

This was not the first license granted by the Dept. of Commerce to a St. Louis station, however. KSD, the *Post-Dispatch* station and NBC affiliate, received its certificate nine days earlier. Its pioneering was responsible for the development of many broadcasting practices that since have become standard. Some St. Louis broadcasters recall that the *Post-Dispatch*, acknowledged as one of the world's greatest newspapers, "looked down her lorgnette" at radio during KSD's formative years. Its veteran manager, George M. Burbach, divided his talents between the station and the newspaper's advertising department until 1941. He has been a potent voice in the broadcasting industry. He put KSD-TV on the air in February 1947 claiming the first completely postwar equipped television station in the U. S., and last September unveiled KSD-FM.

Another station that could challenge KSD's right to the first license is WIL, whose founder, Lester A. Benson broadcast the Harding election returns from a transmitter in the basement of his home. Mr. Benson's original call letters, WEB, were changed to WIL when he got his license April 5, 1922. He was the first St. Louisian to sell time on the air.

### Non-Commercial KFUO Founded in 1924

KFUO, home of *The Lutheran Hour*, was the fourth station to sign on. A non-commercial operation, it was founded Dec. 14, 1924 by "progressive and far-seeing Lutherans who realized the great possiblities which radio held in store for the work of the Church."

On Christmas Eve of the following year, KMOX, destined to become "the station to beat" in St. Louis, broadcast its inaugural program. A clear-channel outlet it claims to serve 70 counties, commanding a BMB audience of 816,660 in the daytime and 967,900 at night. Included in its secondary listening area are many counties in Louisiana. Thomas Patrick Convey, who was to broadcast play-by-play from St. Louis Sportsman's Park, called 17 local businessmen together to form KMOX.

Mr. Convey made his greatest impression on the broadcasting world, however, as founder of KWK on St. Patrick's Day, 1927. This Mutual station, located in the Chase Hotel, in the swank West End section of St. Louis, has been one of the most economical network operations in the country. It was one of the first stations in the city to capitalize on disc jockeys. Before his death, in 1938 at the age of 48, Mr. Convey had experimented with the television scanning disc. His son, Robert T., who now heads KWK, has applied for TV and plans to integrate it in a new location with his AM and FM activities, and a wire music subsidiary.

### Cox Puts WTMV Into Operation

By 1935, the growth of the metropolitan area on the Illinois side of the Mississippi made an East St. Louis station feasible. Lester Cox, who had been an owner of stations in Springfield, Mo., Pittsburg, Kan., and Kansas City, put WTMV on the air May 19. Leaning towards sports and known for a policy of presenting brief news reports "every hour on the hour," 250 w WTMV has been famous in the area for originating the St. Louis Cardinals baseball broadcasts. Last year, a network of 54 stations took the Card games, but in 1949 they will originate from WIL, which has upped its power to 5 kw. These two full-time independents are the only ones available for baseball broadcasts. The four network stations cannot reserve sufficient time, and all other outlets are daytime only. It is presumed WTMV will broad

*(Continued on St. Louis 6)*

Frank E. Pellegrin, Pres & Gen. Mgr., KSTL

L. A. Benson, Pres., WIL

Nicholas Pagliara, Gen. Mgr., WEW

Robert T. Convey, Pres., KWK

Wendell B. Campbell, Gen. Mgr., KMOX

Geo. M. Burbach, Gen. Mgr., KSD

C. L. Thomas, Gen. Mgr., KXOK

# FIRST IN THE NATION

# KSD-TV

**America's First Completely Post-War Equipped Television Station**

•

**Affiliate of the**

## NBC TELEVISION NETWORK

**Working Agreements with the**

## CBS, DUMONT and ABC TELEVISION NETWORKS

**National Advertising Representative**

## FREE & PETERS, INC.

•

**Owned and Operated by**

## THE ST. LOUIS POST-DISPATCH

**Owner and Operator of**

## KSD · KSD-FM · KSD-TV

## St. Louis

*(Continued from St. Louis 4)*

cast the St. Louis Browns games this season, although a contract has not been signed.

From 1922 to 1938, the *Post-Dispatch* was the only St. Louis newspaper to have "adopted" broadcasting. On Sept. 19 of the latter year, however, the *Star-Times* entered the field with KXOK. The station became a basic affiliate of NBC's Blue Network in 1941 and its successor, ABC in 1945. Unlike KSD in its early years, KXOK insists it always has been independent of its newspaper parent—in fact, a competitor. It appears to be the most promotion-conscious station in St. Louis. Its FM affiliate, which took the air in March 1947, is expected to show early profits as the result of its recent Transitcasting tie-up. The *Star-Times* is one of the eight stockholders of Transit Radio Inc.

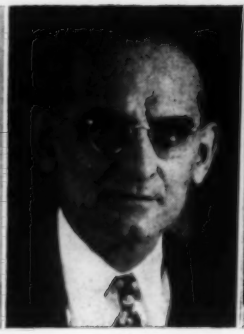
Only suburban commercial station in the St. Louis area is KXLW, founded Jan. 1, 1947. Located in Clayton, Mo., it is very much a part of the metropolitan picture because it is surrounded by homes of the wealthiest residents of the area. Guy Runnion, youthful former news editor at KMOX, sold the idea of a suburban community station to 87 preferred and 12 common stockholders.

Last June, Frank E. Pellegrin, former director of broadcast advertising for NAB, put KSTL on the air from the American Hotel in downtown St. Louis. Three local industrialists, two Washington, D. C. attorneys, and Mr. Pellegrin are stockholders. The station started entering figures in the profit column after four months, and all but two original advertisers are maintaining schedules. In strict compliance with NAB's Standards of Practice, KSTL employs a mood sequence technique with middle-of-the-road musical selections, ranging from old familiar to popular and semi-classical.

### Newest Outlet Is KWGD

Newest and one of the most modern stations in St. Louis is the *Globe-Democrat's* KWGD (FM), housed in a "Radio City" costing $1,600,000. Since the station took the air in December, after two years of preparations, its salesmen have been extolling the merits of "interference-free" radio and have signed a handful of advertisers. But everyone in St. Louis believes the costly layout is chiefly for television, for which the *Globe-Democrat* has applied to the FCC. Everyone also believes an alliance between the newspaper and KMOX is not far off. They recall that the CBS station has not applied for TV, and in recent years withdrew its application for FM. They also recall that the *Globe-Democrat's* owners were among the 17 founders of KMOX in 1925, having sold their 35 percent interest to CBS in 1932. The newspaper and station have cooperated closely since that time. It all adds up.

Guy Runnion
Pres. & Gen. Mgr.
KXLW



Rev. H. H. Hohenstein
Director
KFUO

Charles W. Nax
Gen. Mgr.
KWGD (FM)

### Over 23,000 Video Sets In The Area

KSD-TV, trailblazing video station, with a primary range of 50 miles, has been solely responsible for the purchase of 23,000 TV receivers in the metropolitan area. It presently will move into new million-dollar studios in the *Post-Dispatch* Bldg. Local newsreels, picture newscasts, cartoons, feature films, home economics demonstrations, and other programs have originated in small, cramped studios there since the station took the air two years ago. Since last fall, NBC kinescope recordings have been used, and since the Midwest and Eastern coaxial cables were joined in January, NBC-TV network fare has been featured. In addition, special programs from other networks have been carried. Many local remotes, such as football, baseball, basketball, hockey, harness races, and Golden Gloves boxing bouts, have been telecast. Even before it officially went on the air, KSD-TV telecast the traditional Veiled Prophets' parade and ball in 1946 and carried these famous events in 1947 and last year as well.

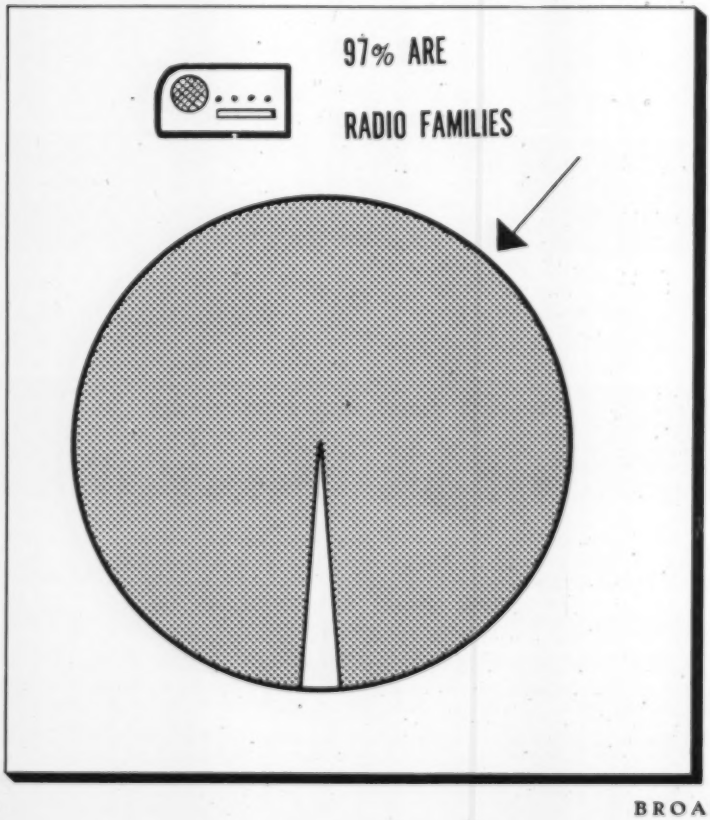
### Figures on KSD-TV Operation in 1948

While operations at KSD-TV are believed to be less costly than at most comparable stations because of efficient overlapping of some personnel with that of KSD, nevertheless a loss of $109,355 was reported last year. The station furnished BROADCASTING this complete report:

**KSD-TV**
**St. Louis, Mo.**
**Television Operation for the Year 1948**

| | | |
|---|---|---|
| **Capital Expenditures:** | | |
| Transmitter equipment and installation | $137,572 | |
| Studio equipment and installation | 94,816 | |
| Mobile pick-up equipment | 23,500 | |
| TV Tower | 77,831 | |
| TV Transmitter Penthouse | 39,037 | |
| TV Studio 24' x 44' | 23,337 | |
| TV Studio (under construction) 24'x 49' | 25,000 | |
| | $421,093 | |
| **Cost of Operation:** (10 months actual & 2 months estimated)— | | |
| Program expense: | | |
| Program staff (salaries and wages) | $ 41,596.48 | |
| Talent payroll | 23,074.74 | |
| | $64,671.22 | |
| Films (rentals) | 32,166.17 | |
| Scenery-Line charges & other service | 20,561.56 | |
| Total program expense | $117,398.96 | |
| Technical expense: | | |
| Technical staff payroll | $ 62,862.65 | |
| Technical staff overtime | 19,288.70 | |
| | 82,151.35 | |
| Repairs and renewals (tubes) | 16,349.27 | |
| Depreciation | 44,940.06 | |
| Other technical expense | 4,222.24 | |
| Total technical expense | $147,663.96 | |
| Promotion expense: | | |
| All TV Promotion | 4,135.45 | |
| Combined total expenses: | | |
| Program expense | $117,398.96 | |
| Technical expense | 147,663.96 | |
| Promotion expense | 4,135.45 | |
| | $269,198.39 | |
| Total net revenue | 159,842.85 | |
| Operating loss | $109,355.54 | |

Program staff of 7 (full time).
Plus use of KSD keymen and KSD announcing staff.
Announcers paid on overtime basis.
Technical staff of 17 (full time)
14 technicians
2 stage hands
1 projectionist
KSD-TV programming 30 hours per week since 6/1/48—7 day operation. Up to June 1948 KSD-TV operated Thursday through Monday or 5 days per week.




Rates range from $300 an hour to $50 for a one-minute spot on Class A time (1 to 11 p.m., Saturdays and Sundays; 6 to 11 p.m., Mondays through Fridays). Recently, however, station officials tried charging $100 for one-minute spots after the 7, 8 and 9 p.m. telecasts and sold out all of the 1949 periods so quickly that they entertain high hopes of drastically reducing last year's deficit.

The three large department stores that dominate the Associated Retailers of St. Louis (Famous-Barr, Scruggs - Vandervoort - Barney, and Stix, Baer and Fuller) pour thousands of dollars into the newspaper coffers yearly. The non-newspaper group gets some comfort, however, from the realization that dozens of smaller retailers are attracted to radio only because it is the one medium their big competitors have not invaded.

### 55 Agencies Operate In St. Louis Market

St. Louis has 55 advertising agencies. Among those doing an aggressive job for radio is the Gardner Advertising Co., with such accounts as Ralston-Purina, Pet Milk, and the U. S. Army and Air Force, and total billings in excess

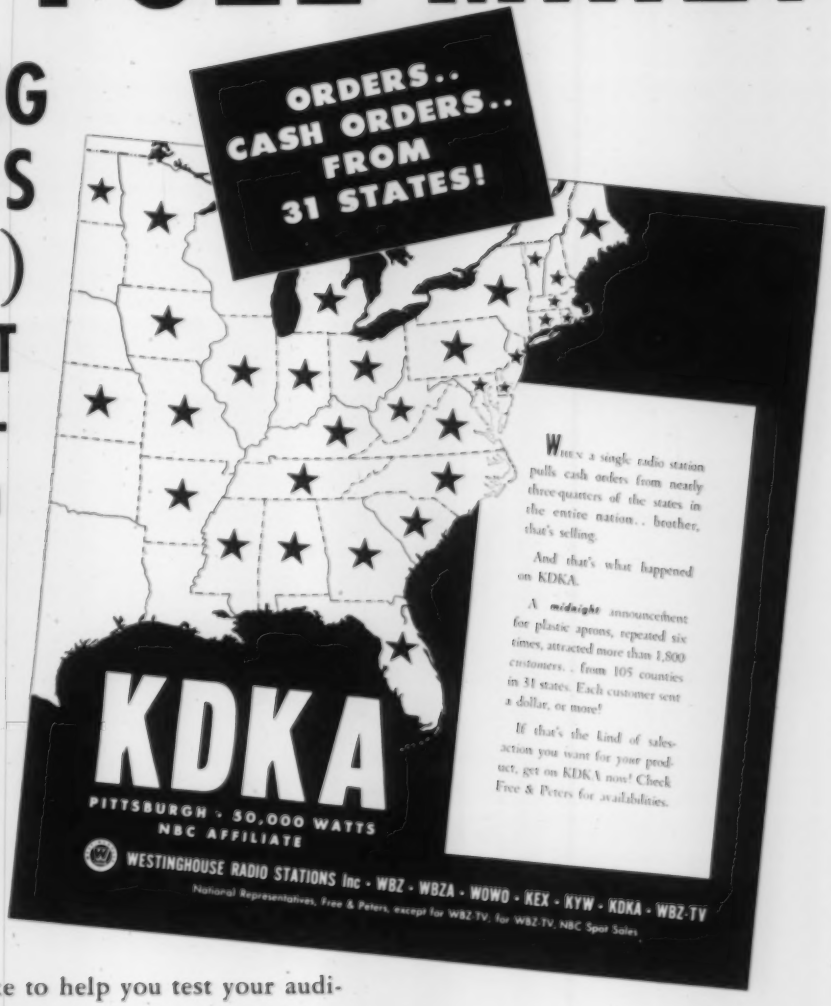
*(Continued on St. Louis 10)*

# CAN YOU PULL MAIL?

## AMERICA'S LEADING 50,000 WATTERS

(and SCORES of SMALLER STATIONS, YES—250 WATTERS, TOO)

## are DISCOVERING THAT THEY CAN PROVE AUDIENCE RESPONSIVENESS in THIS BRASS-TACKS WAY THAT DEFIES ARGUMENT—SELLS PLENTY OF OPEN TIME and KEEPS YOUR PET ACCOUNTS CONVINCED


ORDERS.. CASH ORDERS.. FROM 31 STATES!
When a single radio station pulls cash orders from nearly three-quarters of the states in the entire nation.. brother, that's selling.
And that's what happened on KDKA.
A midnight announcement for plastic aprons, repeated six times, attracted more than 1,800 customers. . from 105 counties in 31 states. Each customer sent a dollar, or more!
If that's the kind of salesaction you want for your product, get on KDKA now! Check Free & Peters for availabilities.
KDKA
PITTSBURGH • 50,000 WATTS
NBC AFFILIATE
WESTINGHOUSE RADIO STATIONS Inc • WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

Does your Station have a profitable, responsive audience at midnight? At 5 o'clock in the morning? At 2:30 in the afternoon? There is one dead-certain, incontestable way you can prove your point—by carrying good, clean mail-order accounts such as we place.

If you can show hard-to-convince time buyers that you can sell goods by mail when most folks are supposed to be asleep or at other odd hours, then there is no question about the size or responsiveness of your audience.

We'd like to help you test your audience. We're mail-order specialists. We've been at it over 36 years. We have never missed a discount or payment. Our clients are reputable. They sell desirable merchandise, much of it unusual and often at real bargain prices. They fill orders promptly. They'll be a credit to your station.

For example, we are now concluding one of the most outstanding mail-order successes in radio history. It featured a Plastic offer by our client, L & M Company. Many 50 KW Stations like KDKA (whose full page ad in February 7th BROADCASTING we reproduce above), as well as smaller stations participated in the campaign. A few of the stations carrying this offer: **WOR, WBZ, WGY, WWVA, WJR, WMAQ, KNBC, KFWB, KTRH, KFI, WSM, WKNX, WDAY, WOAI, WIBW, KOA, WNBC.**

**PHONE, WRITE OR WIRE US TODAY FOR DETAILS**

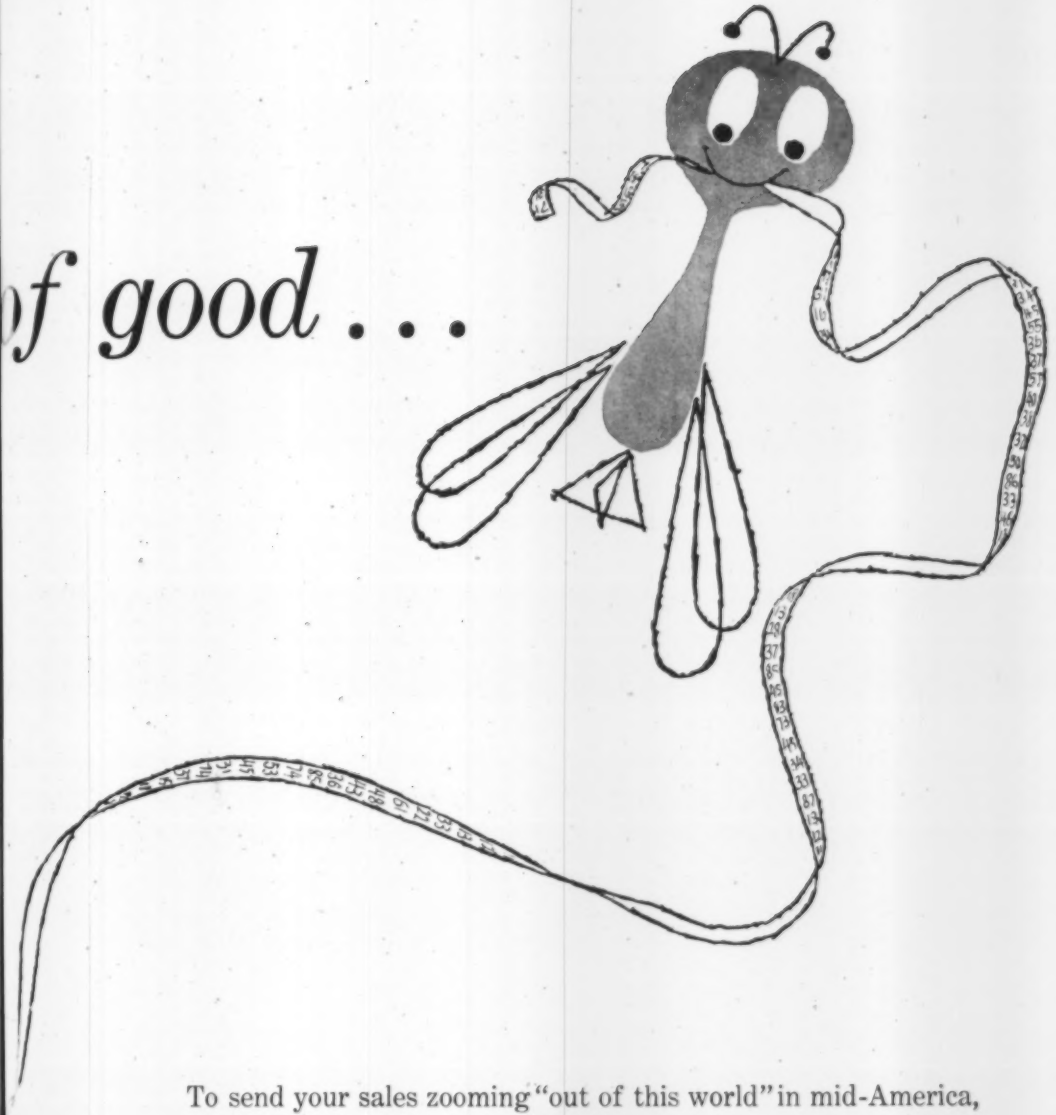
## SHAFFER BRENNAN MARGULIS ADVERTISING CO.

**4 North Eighth Street** — **St. Louis, Missouri**

**Phone MAin 2579 or MAin 2587**

*It will do you a world of*

*of good . . .*



To send your sales zooming "out of this world" in mid-America, use KMOX. It'll do you a world of good!

Because the vast mid-America market dominated by 50,000-watt KMOX is a world in itself . . . diversified, self-sufficient . . . bulging 'round with riches.

Last year retail sales here were "out of this world," totaling $2,352,663,000. Thanks in part to 2,841 factories with an annual payroll of $606,000,000, and 492,123 worldly-wise farmers with a net cash income of $365,347,000.

Big as it is, there's one easy way to "tell the world" about your product. For KMOX is the 6-to-1 favorite of listeners throughout these 70 counties, day and night, all week long. Ask us or Radio Sales for details.

*The "Voice of St. Louis"* **KMOX**

*50,000 watts • Columbia Owned*

*For all the facts and figures on mid-America, write or call Radio Sales for your copy of "It's A Small World" . . . latest KMOX market study.*

KSTL
ST. LOUIS
BLANKETS
THE ST. LOUIS MARKET
WITH THE
4th Strongest Signal
AT THE
Lowest Cost Per Thousand
OF ANY ST. LOUIS STATION

PACKS A HUSKY WALLOP!

1000 Watts
ON 690 KILOCYCLES

KSTL's choice frequency and efficient operation packs plenty of punch and power . . . effectively delivers 40 other important BONUS markets (Primary Area) outside of St. Louis ABC zone.

CONCIENTIOUS, THOROUGH MERCHANDISING SERVICE

- NEWSPAPER DISPLAY ADS
- GROCERY AND DRUG TRADE BULLETINS
- POINT-of-SALE PROMOTION
- SPECIAL LETTERS TO YOUR TRADE
- PERSONAL SERVICE CALLS

St. Louisans Appreciate KSTL's Good Music

KSTL gives St. Louis GOOD MUSIC ALL DAY LONG!

Less talk, less chatter, less Yakity-Yak—

MORE ATTENTION FOR YOUR COMMERCIALS!

KSTL
ST. LOUIS
R. L. STUFFLEBAM, Gen. Mgr. MAin 0600

## St. Louis

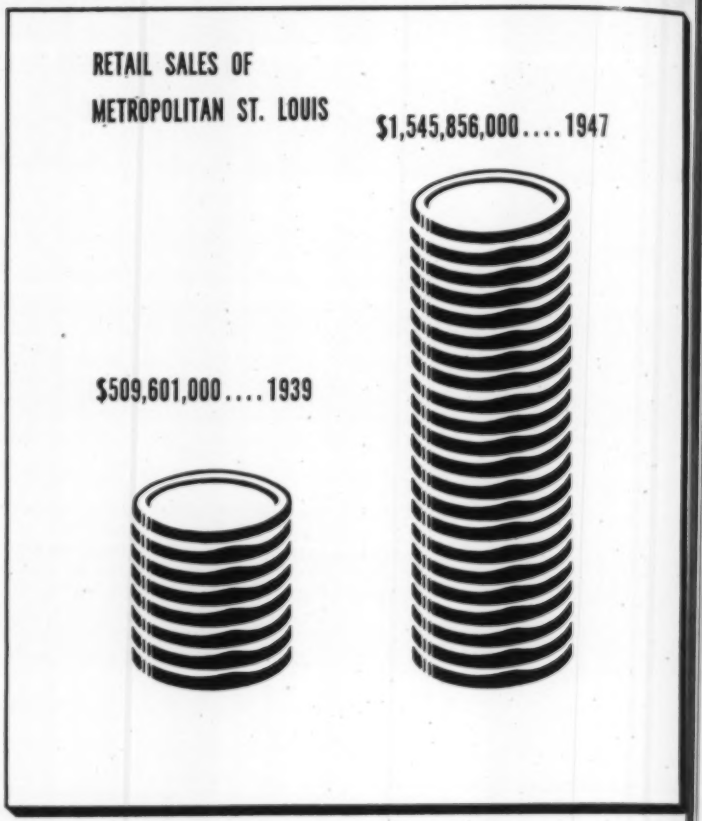
*(Continued from St. Louis 6)*

of $15 million, much of it for radio. D'Arcy Advertising Co. has the giant Coca Cola account, whose radio programs are handled in New York. Charles E. Claggett, vice president and former radio director of Gardner, is one of the advertising profession's best-known radio men by virtue of the part he has played in the development of "kid" programs. He has handled Ralston's *Tom Mix* for Gardner 15 years. *Tom Mix* started in New York in 1933 and consisted of a complete 15-minute episode every Monday, Wednesday and Friday. It was broadcast over the then NBC Red network. In 1934, the show was moved to Chicago because it was more advantageous to repeat from there than it was from New York.

"We started on the Blue in Chicago and went on a five-a-week basis with a continued story type of show with a basic plot that stretched over 26 weeks," Mr. Claggett reminisced. "Percy Hemus, who started with the program in New York, was dragged out to Chicago to continue playing the part of the Old Wrangler. In addition to Hemus, we employed the Ranch Boys—Curley Bradley, Jack Carson, and Jack Ross—to sing our theme song. Because we had a tight budget, when bit parts came along the Ranch Boys handled the speaking lines. Jack Holden played the part of Tom Mix and also doubled as scriptwriter. Bob Wamboldt was our producer. Hal Perry, now the *Great Gildersleeve*, performed miracles doubling from four to six parts in every episode. Jane Webb, then a small thing in pigtails, played a running part standing on a soap box. She literally grew up on the program and only left it when she moved to the Coast about two years ago to play the lead in *Those Websters*. Forrest Lewis, Sid Ellstrom, Leo Curley, Jane Seymour, Mercedes McCambridge, Betty Winkler, Hugh Studebaker, Billy Idleson—who was then playing Rush in *Vic and Sade*—and virtually every famous radio actor and actress in Chicago worked the *Tom Mix* show. About 1936, Russell Thorson was brought out from New York to play Tom Mix and was later replaced with Curley Bradley about 1941."

Oscar A. Zahner, vice president in charge of St. Louis operations for Ruthrauff & Ryan Inc., joined the agency in 1925. R&R opened the St. Louis office at 812 Olive St.

"Over the years Ruthrauff & Ryan has been top buyer of radio time in the St. Louis area, by consensus of opinion of station officials," Mr. Zahner stated. Currently, such advertisers as Griesedieck Brothers Brewery, Krey Packing Co., Pevely Dairy, St. Louis Dodge Dealers Assn., three Arthur Murray studios in the city, and Tums are R&R accounts sponsoring a wide variety of broadcasts. Old Judge coffee and Hyde Park Breweries were earlier companies figuring in R&R radio in the St. Louis area.




Mr. Zahner points to the "Baseball Network" of stations, now organized for Griesedieck Brothers, to bring St. Louis baseball games to area listeners as well as audiences in Illinois and throughout Missouri. When the network was first begun for Hyde Park in 1938, it consisted of six stations. In 1948, for Griesedieck, there were 54 stations in the network.

From the inception of television in St. Louis (KSD-TV in 1947), the agency has been active in video. The agency chalked up a series of "firsts" in television for the St. Louis area in its series of studio sports shows, *Sports Close-ups*, for Griesedieck.

Ray C. Stricker, who joined the agency 12 years ago, also played a major role in building R&R radio in St. Louis.

Shaffer-Brennan-Margulis Advertising Co. is one of the largest mail order agencies in the Midwest, with one-third of its volume agricultural accounts such as nurseries, hatcheries, and farm implement concerns. Founded by the late E. M. Brennan and T. D. Shaffer, who retired in January 1948, S-B-M now is a partnership operated by Sam B. Margulis, who is radio director, and S. I. Rosenfeld. Mr. Margulis started with Messrs. Brennan and Shaffer in 1924 as an "office boy-file clerk-copy writer." He became a partner four years later and has sparked the agency's activity in radio ever since. Company was founded in 1912.

Vernon L. Morelock, vice president of Winius-Drescher-Brandon in charge of radio and television, was active in spot radio in earlier years "when St. Louis was as much a center for transcribed spots as Chicago was for soap operas." He mourns the passing of the days when big St. Louis shoe concerns had spots produced there "sometimes at the rate of 13 an hour."

One of the city's most talented agency executives is James M. Daugherty, president of Jimm Daugherty Inc., who has been widely honored for his community service in producing the local radio series *The Land We Live In* which he originated but is now produced by the Gardner Co.

Olian Advertising Co., which last year moved its headquarters to Chicago, but maintains a large staff in St. Louis, has one of the city's best radio success stories in General Coffee Co. Sales of its Manhattan Coffee have increased 10 fold since it entered radio two years ago. Westheimer and Co., Oakleigh R. French and Assoc., Jerroll & Assoc., Gordon-Marshall Adv., Huffman Adv. Co., Marjorie Wilten, and Glee R. Stocker and Assoc. are others doing a good selling job for radio.

*Out Where the Wealth Begins--*
KXLW
St. Louis County

*One of The Nation's Great Independents*

# WIL

ST. LOUIS

*Now* DELIVERING

# 5,000 WATTS

FULL TIME

*— to One of The Midwest's Most IMPORTANT Markets*

SERVICE TO THE GREATER ST. LOUIS AREA FOR OVER QUARTER OF A CENTURY

*—Where it counts Most!*

WIL
5,000 WATTS
FULLTIME
1430 KILOCYCLES

*REPRESENTED BY*

**WM. G. RAMBEAU CO.**

*NEW YORK—CHICAGO—LOS ANGELES—SAN FRANCISCO*

WIL-FM
87.3 MEGS.
CHANNEL 247
FIRST IN ST. LOUIS

# STATION DATA

## Background of St. Louis Outlets

### KFUO

801 DeMun Ave., Clayton, Mo.
Tel.: Delmar 3030
850 kc 5 kw

IN FEBRUARY, 1923, Richard Kretzchmar, chairman of the board of control of Concordia Seminary, submitted to the board a proposal for a Lutheran radio station. The Lutheran Laymen's League, the Walther League, and students at Concordia raised funds for the 500 w station which took the air in December of the following year from an improvised studio in the attic of old Concordia Seminary in St. Louis. When the school moved to a new campus at Clayton, a western suburb, in 1926, a 1 kw station was erected. At the time, the station shared time on 550 kc with KSD. In 1940, the FCC assigned 850 kc to KFUO and its power was increased to 5 kw. By 1942 a $100,000 "Greater Gospel Voice Radio Fund" had been raised and a modern plant was constructed on the Concordia campus. Now a half-million-dollar expansion program is under way, including removal of its transmitter and antenna from the campus to another site, its replacement with a new FM tower, additions to its studios and installation of new equipment. . . . KFUO is the originating station of *The Lutheran Hour*, conceived in meetings of its radio committee. In 1946, the station was recommended for the Peabody Award for outstanding public service, considered a special honor for a religious station. . . . KFUO is establishing a shortwave amateur station for contacting Lutheran missionaries in all parts of the world. The Rev. H. H. Hohenstein, director of KFVO since October 1925, states: "In spite of our half-million-dollar expansion program and our heavy operating costs, we have never owed anyone a dime since the founding of the station over 24 years ago."

### KMOX

401 S. 12th St. Tel.: Central 8240
1120 kc 50 kw

THIS KEY CBS station took the air with 5 kw from two studios in a Hotel Mayfair suite in December 1925. It received a clear channel in 1929 and a year later christened a 50 kw transmitter. By December 1931 the station had outgrown its hotel studios and had taken over 25,000 square feet in the St. Louis Mart Bldg., now the St. Louis Medical Depot. In May 1932 the 17 local business men who founded KMOX sold it to CBS. Owners of the *Globe-Democrat*, who were among the 17, are said to regret that they disposed of their share. They need an AM affiliate for KWGD (FM). . . . First manager of KMOX under CBS supervision was J. L. Van Volkenberg, now vice president of the network in charge of television. He was succeeded two years later by James D. Shouse, who resigned in 1937 to become general manager of WLW Cincinnati and was followed by Merle S. Jones. Late in the war, Mr. Jones went to WOL Washington, before becoming manager of WCCO Minneapolis, and Col. Frank B. Falknor returned from the service as head of KMOX. When Col. Falknor went to WBBM Chicago in November 1945 as right-hand-man to H. Leslie Atlass, CBS vice president in charge of the Central Division, Wendell B. Campbell, his assistant general manager, moved up. Mr. Campbell today is in charge of a commodious station layout totalling 40,000 square feet of space. There are seven studios, ranging in size from 400 square feet to the "KMOX Playhouse" with a two-level stage, floodlights, and a seating capacity of 400. The station occupies much of two floors of the Medical Depot. A 24-hour station, KMOX produces some 10,000 programs yearly. . . . Its *All-Night Frolic*, inaugurated last October, already has received hundreds of letters and telegrams from listeners throughout the U.S. and such far-away points as Hawaii. . . . The station employs 21 union musicians, a number of them symphony artists. It is one of two CBS stations feeding the network their own orchestras, the other being WBBM Chicago. Its *Barnyard Follies* is on the network for a half hour six days a week. . . . The 24-hour news department is unique in that 54 string correspondents are held available in surrounding towns for on-the-spot two-way telephone interviews.

### KSD, KSD-TV, KSD-FM

1111 Olive St. Tel.: Main 1111
550 kc 5 kw

FIRST NEWSPAPER-OWNED station in St. Louis, KSD was founded by the Pulitzer Publishing Co. (*Post-Dispatch*). A month before it received the first Dept. of Commerce broadcasting license, in March 1922, it presented one of the first remotes in radio history from the stage of the American Theatre. The play was "Two Little Girls in Blue." Among many "firsts" claimed are: A test broadcast to a moving passenger train; talks by the late Gen. John J. Pershing and British Prime Minister David Lloyd-George; a Catholic mass; communication with a dirigible in flight; address by a U. S. President (Warren G. Harding, June 21, 1923); and the first station in St. Louis to broadcast a network program—an address by President Calvin Coolidge from Washington. . . . KSD was the only St. Louis station to send a member of its news staff to Rome for the elevation of Archbishop John J. Glennon to the rank of Cardinal. . . . In 1935 it operated experimentally an ultra shortwave transmitter, W9XPD. Later it operated an experimental facsimile station, W9XZY. In 1938, it inaugurated the first regular broadcast of a specially prepared facsimile edition of a newspaper, . . . In 1948, KSD had billings totaling approximately one million dollars, a substantial increase over 1947. Its management sees indications of a slight recession this spring "which may continue through June," but believes that "by concentrating on a volume of $15,000 accounts instead of $50,000 accounts" 1949 may show an increase over last year. . . . General Manager Burbach was advertising manager of the *Post-Dispatch* and a director of the Pulitzer company when KSD took the air. He was placed in charge of the station's program and business departments in addition to his regular duties. In 1933, he was named general manager. Through his efforts KSD became the first newspaper-owned station to apply for and receive 24-hour AP news service. He has been a constant advocate of better taste and more restraint in the use of commercials. He was one of the first to put into practice the policy of prohibiting interruption of newscasts for "middle commercials." One of a small group which organized the St. Louis Better Business Bureau in 1917, he served as a member of its board of directors for many years. He became a charter member of radio's "Twenty Year Club" in April 1942. On Mr. Burbach's recommendation, KSD's television affiliate KSD-TV became one of the first members of TBA, of which he is a director. He is active in numerous civic and cultural enterprises.

### KSTL

American Hotel. Tel.: Main 0600
690 kc 1 kw D

FOUNDED LAST June 4 on the mezzanine of the American Hotel and adjacent to the city's only legitimate theatre, The American, KSTL features "good music all day long." The theatre provides easy access for exclusive interviews with top stars of the stage. Careful attention is paid to all advertising copy and the industry's Standards of Practice, with "beamed program technique" employed on all accounts. . . . Station maintains a reciprocal agreement with the Accredited Newspaper Assn. of St. Louis, comprising five weekly community papers with a total circulation of 207,000. Besides local news coverage, these papers are an outlet for KSTL's merchandising program. When Frank E. Pellegrin, founder, resigned as general manager in October to become national sales manager for Transit Radio Inc., in Chicago, Ralph L. Stufflebam, sales manager, was appointed manager. Mr. Stufflebam's background includes 11 years of sales building by radio. He formerly was general manager of WDZ Tuscola, Ill.; regional sales director for Central States Broadcasting System (KFAB and KOIL Omaha; KFOR Lincoln); and KWTO-KGBX Springfield, Mo. . . . Stockholders in addition to Mr. Pellegrin, who continues as president, are James H. Grove, president of Grove Labs.; E. E. Haverstick Jr. of Smith, Moore & Co.; and William H. Haverstick, president of Haverstick Sales Co., all of St. Louis; also Franklin C. Salisbury and William Blum, Jr., Washington, D. C. attorneys. . . . Besides good music and mood sequence programming, which got the station off to a solid and profitable start, beamed to the middle and upper levels of cultural St. Louis, KSTL has built two noteworthy series of programs. *Who's Who in St. Louis* is a daily feature presenting by tape interviews with outstanding local personalities in all lines of activity, and *The St. Louis Forum*, a weekly discussion of major local issues.

### KWGD (FM)

1215 Cole St. Tel.: Garfield 1212
251, 98.1 mc 218 kw, B

APPLIED for FM in 1941, but took the air only last Dec. 19 from a new building, topped by a 525-foot tower, at 1215 Cole St., one block from headquarters of its owner, the *Globe-Democrat*. Wells R. Chapin, station director and chief engineer, spent months observing broadcast techniques and construction in other cities to make sure station would have the "ultimate" in equipment. . . . Idea for ultra-modern FM and TV plant originated with the late radio-minded E. Lansing Ray, Jr., son of the *Globe-Democrat* publisher. Charles W. Nax, executive assistant to Mr. Ray Sr., and an employe of the newspaper since 1915, is general manager. . . . Officials say immediate aim of station is to promote FM. They estimate nearly 100,000 FM receivers are in use in the St. Louis metropolitan area. However, station layout suggests early entry into television. Provision also has been made for facsimile. . . . Outstanding feature of the building is a group of four

**Hourly Rates of St. Louis AM Stations**

| | |
|---|---|
| KMOX | $575 |
| KSD | 500 |
| KWK | 380 |
| KXOK | 380 |
| WTMV | 150 |
| WIL | 138 |
| WEW | 112.50 |
| KXLW | 110 |
| KSTL | 75 |

KXLW
St. Louis County
*Music & News*

"suspended" studios with central master control room in full view of each. During the war, Mr. Chapin, a radio engineer for 21 years, was a field supervisor for Raytheon Mfg. Co. in charge of West Coast and Gulf Coast territories. He previously was transmitter supervisor at KWK St. Louis, and in earlier years was a well known amateur radio operator.

### KXLW, KXLW-FM

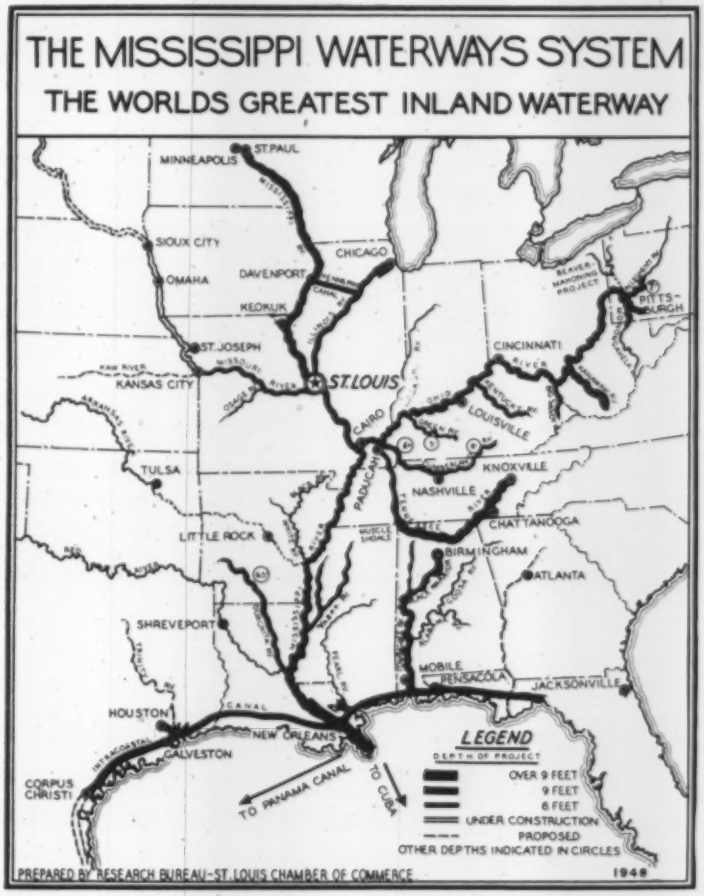
**8135 Forsythe Blvd., Clayton, Mo.**
**Tel.: Delmar 1320**
**1320 kc 1 kw D**

LOCATED in the heart of the country club district, this station was founded New Year's Day 1947, as a community project. Guy Runnion, newsman who got his experience on WKY Oklahoma City, WDAF Kansas City, WIBW Topeka, and as news editor of KMOX, convinced nearly 100 residents of the city's western suburbs that a station in their midst would pay big dividends because timebuyers would be attracted by the wealth in the area. . . . KXLW not only blankets Clayton, University City, Richmond Heights, Kirkwood, Maplewood, Glendale, Rock Hill, Ladue, and a dozen other exclusive communities, but nearly 29 Missouri counties. . . . Plagued by recent labor disputes with IBEW, Local 1217, whose members picketed the studios from Dec. 6 until late last month, KXLW had "bad losses" in December, according to Mr. Runnion. Since January, however, it has been getting new business "at the normal rate.". . . Mr. Runnion claims he has lost advertisers at the insistence of the union. The station also is seeking a permanent injunction to halt picketing at the station and at a tower construction project in nearby Brentwood. . . . Programming runs to disc jockeys, but of a different type from those on most stations. "Spider" Burks, first Negro discer in the St. Louis area, is a Be-bop enthusiast, even to wearing a Be-bop cap. . . . Janet Dailey presents the *Musical Story Book*, in which hundreds of school teachers in the metropolitan area have shown an interest. . . . The station has FM and currently is programming until 9 p.m.

### KXOK, KXOK-FM

**12th & Delmar Blvds.**
**Tel.: Chestnut 3700**
**630 kc 5 kw**

THE *STAR-TIMES* applied for a CP in November, 1935 but waited two years and 10 months to put its station on the air—then full-time on 1250 kc with 1 kw. On October 28, 1940, station was assigned 630 kc with increase to 5 kw. Of original 38 staff members, eight are still employed. Station has won four major awards in recognition of broad public interest policy . . . Its mobile radio telephone, installed in a station wagon, aided its coverage of such major news events as the 1947 Centralia, Ill., mine disaster, a million-dollar fire near East St. Louis the same year, a tornado northeast of the city in 1948, and the U. S. National Open and PGA Golf tournaments in 1947 and 1948 . . . KXOK was the first station in the city to use recorded phone conversations for broadcast. KXOK-FM is now feeding 100 local buses through Transit Radio, and eventually 300 street cars and a total of 1,148 buses will receive transitcasts. . . . In January 1948 the station arranged for installation of facsimile laboratory equipment at Missouri U. to further develop new techniques in the art. . . . Transmitter is in modern building on 90-acre plot near Granite City, Ill. Business and executive offices, three studios, news department, engineering and transitcasting workshops are in the *Star-Times* building at Twelfth and Delmar Blvds. . . . Best known programs are *Junior Town Meeting of the Air*, half-hour discussion program tape-recorded in metropolitan area high school auditoriums; *So It Can't Happen To You*, safety, educational program conducted by the local police department; and *Wake Up, St. Louis*, a 45-minute discussion program of vital current local issues featuring members of the Junior Chamber of Commerce and the St. Louis Bar Association. . . . C. L. "Chet" Thomas, general manager, is a veteran of 21 years in broadcasting, with experience on WLW and WSAI Cincinnati, WINS New York, WCAE Pittsburgh, and KFRU Columbia, Mo., as well as eight years on KXOK. Mr. Thomas joined the station in 1941 and has been general manager since March 1943. He is a member of the board of governors and first vice president of the St. Louis Advertising Club, vice president and a director of Transit Radio, member of several St. Louis civic organizations, the NAB employe-employer relations committee, and the Radio Pioneers Club. He has one of the city's most talented promotion men in Foster Brown.




### WIL, WIL-FM

**Melbourne Hotel. Tel.: Jefferson 8403**
**1430 kc 5 kw**

STATION was founded by Lester A. Benson, radio enthusiast since he was 14. At 17, "L.A." was a wireless operator on a Lake Michigan passenger steamer. He joined the Army during World War I as a radio instructor at Camp Pike, Ark., leaving with the rank of first lieutenant to open a radio parts store in St. Louis. Holding a commercial radio operator's license at 19 with call letters WEB, he broadcast the 1920 Presidential election returns and introduced police broadcasting from an automobile in motion. He was assigned WIL in 1922. . . . Station claims to have been first St. Louis commercial out-

*(Continued on St. Louis 14)*

**KXLW**
St. Louis County
•
**Covers the County As Nothing Else Can**

The
*Oldest*
Station
WEST OF THE MISSISSIPPI
•
**W E W**
St. Louis
•
1,000 WATTS (d)
770 Kc
•

FOR 28 YEARS, WEW has been serving Greater St. Louis with diversified programs attuned to regional listening habits.

"THE OLDEST STATION west of the Mississippi," WEW is the home of the world-wide "Sacred Heart Program," heard daily by millions over 800 stations coast to coast. This successfully produced WEW program enters its 10th year May 1.

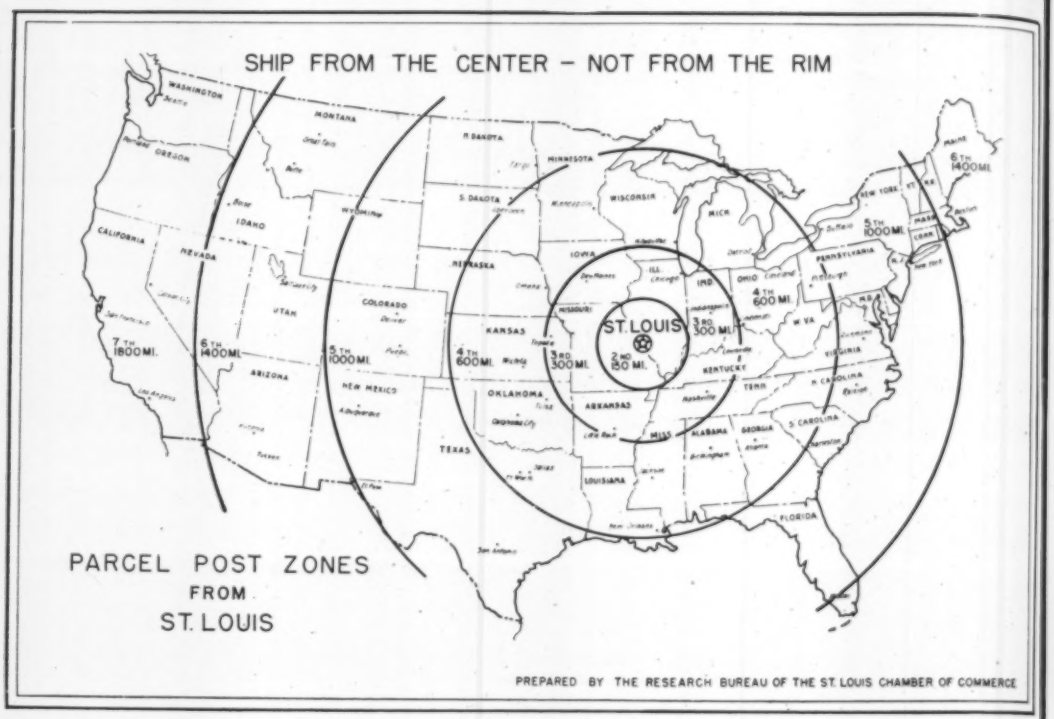
WEW IS CONSIDERED one of the outstanding public service stations in the country. Its documentary programs are widely known throughout radio. A series of educational In-School-Listening programs is another WEW feature. A well-rounded *Sports News and Music* lineup has wide acceptance.

JOHN PEARSON CO. can give you the full details.

**W E W - F M**
95.1 Mg.
Channel 236
E.R.P. of 68,800 W.
•
NICHOLAS PAGLIARA
General Manager
•
JOHN PEARSON CO.
National Representatives

*(Continued from St. Louis 13)*

let on the air, first to carry boxing blow-by-blow, to gather its own news, to have its own Washington news correspondent, to broadcast music by remote control, to maintain a service for those in distress, and to introduce FM to St. Louis —June 1946. . . . Advertised as "Your Sports Station," WIL is exclusive St. Louis outlet for all games played at home and on the road by the Cardinals. In 1949 the games will go to stations in seven midwest states. WIL also airs college and professional football and basketball, and pro hockey games. In addition, three disc jockeys are featured. One of WIL's accounts, the George L. Weber Jewelry Co., has been with the station 22 years. Sunshine Laundry has bought time continuously for 15 years. Best known WIL program is the *Neighborhood Hour*, 15 year-old public service. Studios are atop the Melbourne Hotel in Mid-Town St. Louis. . . . C. W. Benson is vice president and general manager.


SHIP FROM THE CENTER – NOT FROM THE RIM
ST. LOUIS
PARCEL POST ZONES
FROM
ST. LOUIS
PREPARED BY THE RESEARCH BUREAU OF THE ST. LOUIS CHAMBER OF COMMERCE

## WEW, WEW-FM

**3642 Lindell Blvd. Tel.: Franklin 5665**
**770 kc 1 kw D**

RECOGNIZED as one of the pioneer stations in the U.S., this St. Louis U. outlet has an unbroken record of broadcasting dating back to 1912. Not until 1921, however, did it schedule regular broadcasts. An official document signed by the Secretary of Agriculture attests the distinction that the university's 9YK, forerunner of WEW, was the first "Agricultural School of the Air." . . . Unlike KFUO, the Lutheran station, WEW and WEW-FM are commercial, with billings of nearly $200,000 expected this year. Its popular general manager, Nicholas Pagliara, believes that if WEW were given permission to operate fulltime "we would give every station in St. Louis a run for its money." The J. D. Carson Furniture Co. spends 80% of its total advertising budget on WEW, reserving three half-hours six days weekly and one half-hour on Sundays. WEW-FM, on the air since June 1947, sells more FM than any outlet in St. Louis —about three hours daily, mostly sports. . . . WEW has a large farm audience because it is the only station in the area with daily remotes from the National Stockyards in East St. Louis, the Mississippi Stockyards, and the Merchants Grain Exchange. These are aired three times daily. One of its educational programs, *The Eastern Liturgies*, won a first prize at Ohio State U.'s 1948 Institute for Education by Radio. WEW also is home of the *Sacred Heart Program*, which enters its 10th year May 1. . . . In cooperation with the St. Louis Board of Education, WEW and WEW-FM also present six programs weekly designed for in-school listening. . . . WEW was the third St. Louis station to apply for TV and at one time had a CP for experimental color television. It has conducted experiments looking toward facsimile. Station applied to FCC for 50 kw four years ago. It still uses a flat-top antenna for AM, but has an FM tower 542 feet high whose signal, the station says, covers an area of 14,500 square miles.

**The Golden Circle Station**
**K-X-L-W**
ST. LOUIS COUNTY

## WTMV

**Broadview Hotel, East St. Louis, Ill.**
**Tel.: Bridge 3424**
**1490 kc 250w**

LESTER COX, part owner of KWTO Springfield, Mo.; KOAM Pittsburg, Kans.; and KCMO Kansas City, put this station on the air from the Broadview Hotel as a 100 watter on May 19, 1935. Power was increased to 250 w in 1936. Station was sold in 1940 to William West, who managed the station for Mr. Cox, and Carlin S. French, then advertising director of the Chicago *Herald-Examiner*. Mr. French, until recently radio director of Lorenzen & Thompson agency, Chicago, and now associated with the national sales office of Transit Radio, bought out Mr. West some months later and retained ownership until 1945 when he sold out to a partnership consisting of Myles H., Penrose H., William F., Jr., and William F. Johns. Myles H. Johns currently is well known to the industry as vice president of KCBC Des Moines and executive director of WOSH Oshkosh, Wis. . . . Since May 1947 WTMV has been owned by Alvin O. Eades, Henry B. Walker, and Clarence Leich of Evansville, Ind., who also operate WGBF and WMLL (FM) Evansville and WBOW Terre Haute. The group also heads Electronics Inc., which has manufactured equipment for Transit Radio. Because of this tie-up, WTMV is expected to get the transitcasting franchise for East St. Louis and its environs. Application has been made for FM. Since February 1947, Frank J. Prendergast has been general manager. A veteran of 15 years with the advertising depa:tment of the *Star-Times*, Mr. Prendergast had been commercial manager of WTMV since October 1944. Application for 1 kw has been made to the FCC and proceedings have reached the oral argument stage. . . . WTMV's reputation as a training school is evidenced by the fact that it has graduated 35 personnel to "big time" broadcasting jobs during the past five years. In addition to its heavy sports and news schedule, the station airs daily farm programs, featuring the farm advisers of St. Clair, Madison, and Monroe (Ill.) counties. The station's best disc jockey, Joe Martin, is really Joe Prendergast, personable son of the general manager.

## KWK, KWK-FM

**Hotel Chase. Tel.: Rosedale 3210**
**1380 kc 5 kw**

THOMAS PATRICK CONVEY, one of St. Louis' most fabulous radio pioneers, organized this station in 1927 after he had promoted KMOX two years before. He began by purchasing KFVE, then operated by WIL's Lester A. Benson, and his brother C. W. Benson, in suburban University City. He moved the studios to Hotel Chase and changed the call letters, under FCC authorization, to KWK. In its early days, the station was required to change power and frequency several times and had to share time with two other local stations, KFQA and WMAY, both of which later discontinued broadcasting. . . . Mr. Convey and his wife Grace ran the first KWK operation, which was affiliated with the Blue network, with the help of two announcers. Mrs. Convey was program director. First news commentator was Ray R. Dady, present vice president and station manager who joined KWK 15 years ago after a stretch in Washington, D.C., as secretary to Congressman Lloyd Thurston of Iowa. Robert T. Convey, president, has been with the station 21 years. After leaving Washington U. in 1928, he "ran the gamut of station jobs" until 1932 when his father made him vice president. When the elder Convey died in 1934 "Young Bob" assumed charge. . . . From 1936 through 1940, the station was affiliated with both Mutual and Blue, but in 1941 it went MBS exclusively. It then started de-emphasizing sports and shooting for diversification, producing 160 quarter-hour programs a week. Two of its shows are network fixtures—*Ozark Valley Folks*, and a disc jockey program over which 350-pound Ed Wilson presides. Another KWK programming asset is disc jockey Gil Newsome, whose *First Five* show, featuring the five best selling records daily has won a "10" Hooper for six years. Nationally known radio artists who got their start on KWK are Garry Moore, Harry Babbitt, the Tom, Dick and Harry trio, CBS Announcer John Harrington, Hollywood's Marvin Mueller, Announcer Alan C. Anthony, and Johnny Neblett. . . . KWK's merchandising - promotion department, under the supervision of Russell C. Kaiser, has been doing a bang-up job of promoting the maximum sale of KWK-advertised products. Since October, when the department was created, 2,600 personal calls have been made at stores on behalf of 29 sponsors.

# YOUR BEST SLICE

## OF THE ST. LOUIS MARKET

Yes, alert sponsors have found KWK excellent radio fare.

The Hooper report, November-January 1948-1949, again demonstrates that KWK is St. Louis' best daytime radio buy. During a typical week, January 23rd through January 29th, the four network stations produced a total of 370 local quarter hour programs between 8:00 A.M. and 7:00 P.M., Monday through Friday. Of this total KWK produced 165 quarter hours with an average rating of **4.3.** An examination of the rate card will quickly show why KWK gives you **the best slice** of the St. Louis market.

STATION A — 75 quarter hours with an average rating of 3.1.

STATION B — 80 quarter hours with an average rating of 3.0.

STATION C — 50 quarter hours with an average rating of 4.9.

Paul H. Raymer

REPRESENTATIVE

KWK

HOTEL CHASE • SAINT LOUIS